

# VOGUE



SUMMER FASHIONS AND CHILDREN'S CLOTHES

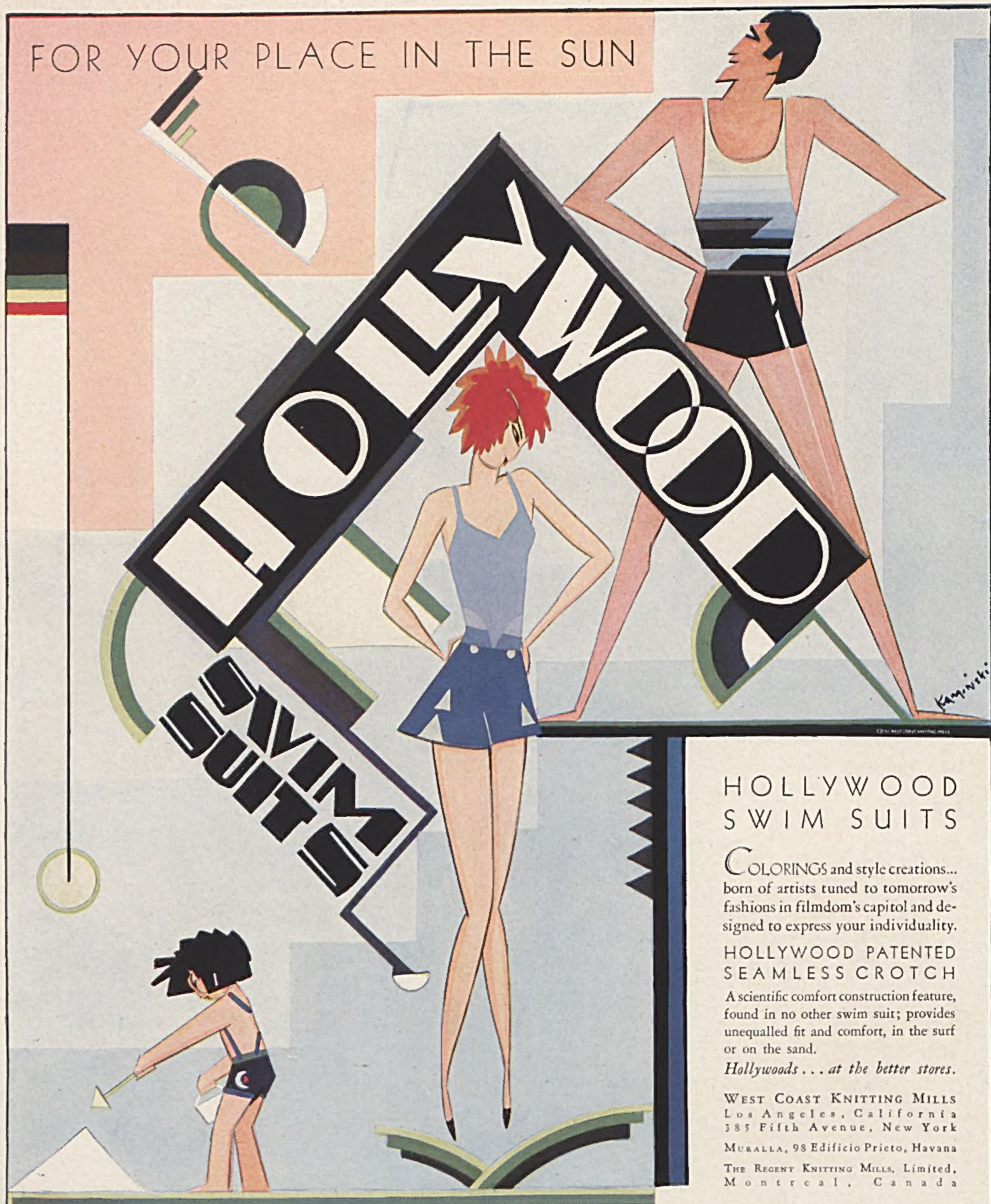
JUNE • 15 • 1931

© THE CONDE NAST PUBLICATIONS INC.

PRICE



FOR YOUR PLACE IN THE SUN



## HOLLYWOOD SWIM SUITS



COLORINGS and style creations... born of artists tuned to tomorrow's fashions in filmdom's capitol and designed to express your individuality.

### HOLLYWOOD PATENTED SEAMLESS CROTCH

A scientific comfort construction feature, found in no other swim suit; provides unequalled fit and comfort, in the surf or on the sand.

*Hollywoods... at the better stores.*

WEST COAST KNITTING MILLS  
Los Angeles, California  
385 Fifth Avenue, New York  
MURALLA, 98 Edificio Prieto, Havana  
THE REGENT KNITTING MILLS, Limited,  
Montreal, Canada

In tune with blue skies... bright sunny days, crisp cool sea air, and  
pressing warm sands. Hollywood Swim Suits are as colorful  as the  
rainbow, new as the dawn  and the choice of moderns of six, sixteen, and sixty.



# TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS

## JEWELLED BRACELETS

*The Range of Choice  
Is Extensive*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37<sup>TH</sup> STREET  
NEW YORK

PARIS  
25 RUE DE LA PAIX

LONDON  
44 NEW BOND STREET





If you go hunting for bargain sheets  
REMEMBER:  
YOU CAN'T WASH PRICE TICKETS

Beginning with the selection of the cotton, every step in the making of Wamsutta Percale is aimed to place Wamsutta sheets and pillow cases in a class by themselves. Extra combing of the yarn, rigid inspection of the weaving, scrupulous care in finishing, all contribute to create the most perfect balance of exquisite fineness and sturdy strength that eighty-odd years of experience can produce.

Naturally, therefore, Wamsutta can never be a bargain sheet and, if you jump at con-

clusions by matching price tickets, its first cost is higher than its many flattering imitators. But where the true thriftiness of Wamsutta Percale is inevitably established is in its years of longer wear and better laundering.

The leading stores are now showing these sheets and pillow cases with the new wide hems in lovely pastel tints which, by the way, harmonize beautifully with the color range of the loveliest of all blankets . . . the famous North Star line.

Write to \*Department V for a copy of the new Wamsutta-North Star Catalog

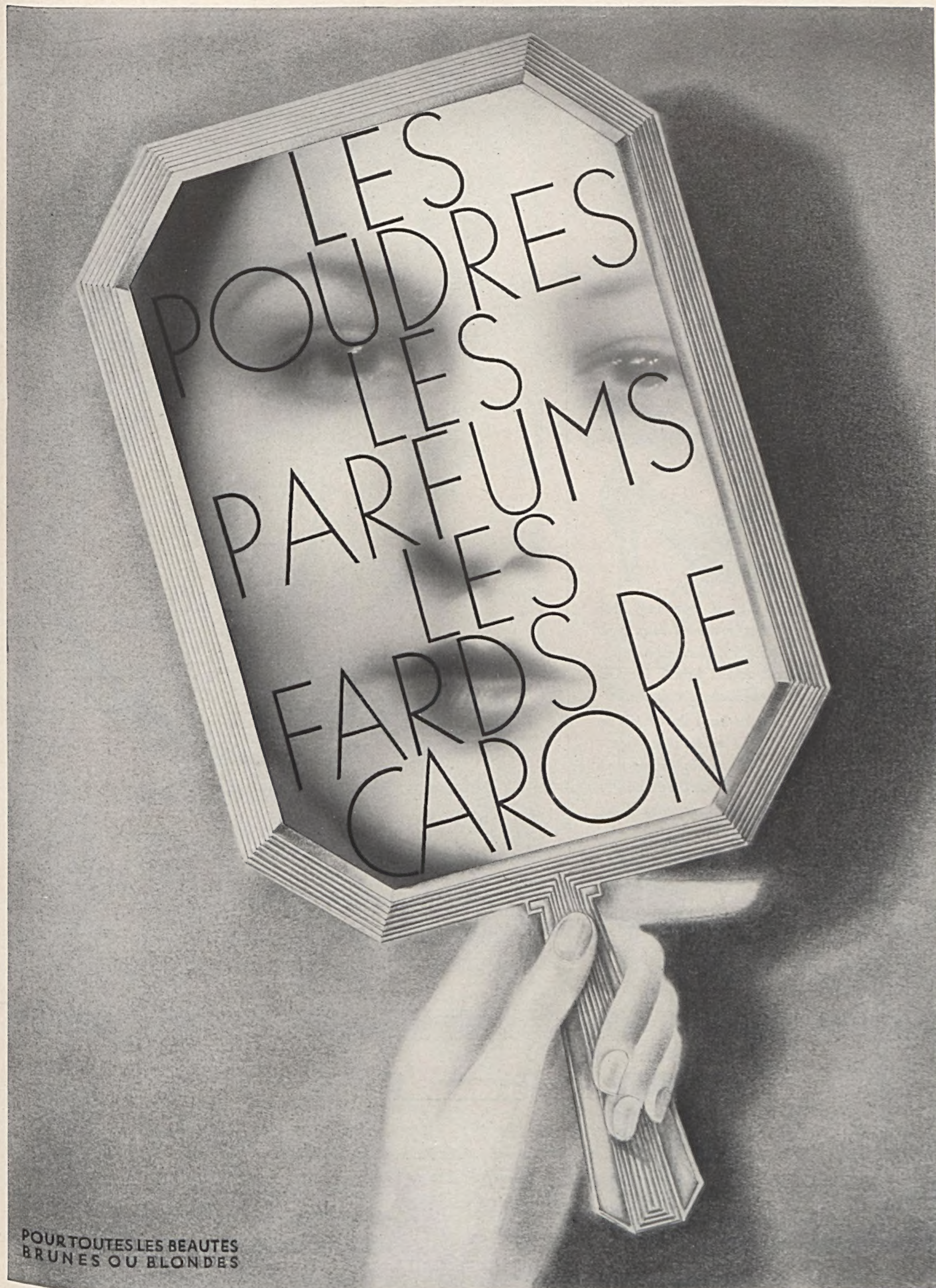
WAMSUTTA MILLS,\* New Bedford, Massachusetts

NEW YORK SALES OFFICE, 180 Madison Avenue



WAMSUTTA *percale* SHEETS & PILLOW CASES





POUR TOUTES LES BEAUTES  
BRUNES OU BLONDES





Color, that banner run up so merrily by Spring, flies over Summer fashions, too. And with such gayety in the costume, Peacock Shoes . . . high of arch and slender of heel . . . are tactfully white, or natural, or even dark!

Carmel, smartest of spectator sport shoes, takes its cue from the "white and . . ." fashion, combining white



buckskin with brown calf. And Antibes, in natural woven Suva cloth with kid heel and trimming, aptly endorses fashion's last word . . . fabric shoes for daytime.

Dark kid has a double claim to chic . . . it contrasts those soft pastels, and is excellent for warm days in town. Sandisse is dark kid . . . a discreet interpretation of the sandal theme.



I seem to be Achilles . . . but, my dear, it happens to be your heel that is my vulnerable spot. Such slenderness! Such grace! One look and I am slain.

P E A C O C K

S h o e s



You will find most Peacock Shoes  
priced from \$10 to \$12.50





## C A S I N O

*Dobbs CASINO —  
a study in light and  
shade. It proves how  
very charmingly the  
generous brim can defy  
the sun—and becom-  
ingly shadow the face*

*beneath. It is just about the weight of a summer breeze—simple yet of a complex femininity. And ready for all the summery afternoons when sheer frocks and cool pastels are in order. Of baku with all-silk belting ribbon band; \$19.50.*

# DOBBS HATS

FIFTH AVENUE AT 57TH STREET, NEW YORK CITY

Denver, Colo.—The Daniels and Fisher Stores Co. • White Plains, N. Y.—L. A. Schulman, Inc.  
Kansas City, Mo.—Rothschild's • Birmingham, Ala.—Hirsch Millinery Company

*And by Representatives in most of the other Principal Cities.*



**Dobbs**  
FIFTH  
AVENUE  
NEW YORK

NEW YORK HAT MAKERS



# Water, water everywhere . . . and everywhere gay new Bradleys . . .



SMART finny folk . . . who're really in this season's swim . . . are wearing gay new Bradleys for both surf and sand. And all because Bradley proved itself so right on what the cuts and colors of the year should be.

On serious swimmers you will see trimly abbreviated Bradleys from which every superfluous inch has been pruned. . . . While comfort-loving "lollers" will have found those grand new Bradleys, frankly designed to lead a life of leisure. . . . Suits and pajamas, so colorful and becoming that it's small wonder their wearers all but live in them.

This season, when color plays such a significant role, and when *shade* is the making or the breaking point of style, Bradley's newest colors hail from the Brittany and Mediterranean shores. At those playgrounds, most favored by the "great" world, Bradley has chosen a new rust red (from a Brittany sail), a new cool green (from a young almond leaf), a roistering blue (from a French sailor's jersey), a warm yellow (from sun-baked Algerian pottery) and many others just as interesting. . . . All of them, shades with traditions that give them added chic. All of them, shades that can both flatter and distinguish Bradley wearers.

So between the sea, the sand and Bradley, this summer's stage seems set . . . waiting for you to slip into a Bradley and out into the spotlight of the sun. . . . You'll find *yours* at the nearest good store. . . . Bradley Knitting Company, Delavan, Wisconsin.

" . . . that makes beach loafing even more attractive than ever.

● For 'Van' E. A. W.—, I suggested the Bradley beach slip-over No. 9042A in green and white. Because it's patterned after the French sailor's jerseys which one sees on all the continental beaches, and because it's such an ideal sweater for innumerable sea and shore activities. It comes in seven other 1931 colors, and is priced at about \$5.

● For Mr. Arthur J. C.—, the Bradley swim-shirt No. 29373, in brown and yellow. Because in both color and cut, it is so unquestionably correct. And then, it's admirably suited to either active or passive beach life. It comes in other smart color combinations, and the price is about \$3.50."

. . . from a letter of DOUGLAS THORPE  
BRADLEY SHOPPING ADVISER



" . . . for the stage that's set with sea and sand and sunshine.

● For Peggy R.—, I suggested the beach and pool Bradley No. 27371, with two contrasting skirts. Because Peggy virtually stays in the water from June until September and she will like the one-piece suit for her honest-to-goodness swimming, not to mention the extra skirt for loafing. It comes in five different attractive color combinations, and the price is about \$8.

● For Dorothy and Constance N.—, twin Bradley beach ensembles in red, white and blue. They're made of Bradley's famous Le Mer fabric and each ensemble has four pieces—the slip-over sweater and pajamas (No. 27581) for beach wear, and the two-piece suit (No. 27580) for swimming. The red lacings and the big white buttons are the finishing nautical touches which make it tremendously smart. They come in three color combinations, and each ensemble (all four pieces) is priced at about \$22.50."

. . . from a letter of LISA POTTER  
BRADLEY SHOPPING ADVISER

**B R A D L E Y**  
SLIP INTO A BRADLEY AND OUT-OF-DOORS



# SAKS • 34 • STREET'S SHAGMOOR SHOP

presents

\*Camowool

the Shagmoor Polo Coat

The Polo Coat is in high fashion again; Aiken, White Sulphur, Hot Springs saw more of them than of any other sports coat . . . and for the thousands of smart women who know and buy Shagmoor *by name*, we have perfected the new Shagmoor "Camowool" . . . a classic fabric in a classic Polo Coat!



wear it "aboard the lugger"!



as classic as your habit!



you'll see it in smart cars . . . going to smart clubs!



Camowool is a deliciously soft, light mingling of cashmere and camels-hair; natural, brown, eggshell, navy, black. Two untrimmed models; sizes 14 to 44 . . . 39.50  
With raccoon collar; sizes 14 to 44 . . . 69.50

**SAKS • 34 • STREET**  
AT BROADWAY, NEW YORK

\*Trade Mark Registered . . . . . Mail Orders Carefully Filled





## Bois Dormant "ENCHANTED WOODLAND"

Priced at Five, Nine and Sixteen Dollars. Purse Size Flacon, One Dollar. Face Powder, One Dollar.

## FLEUR BIENAIMÉE "BELOVED FLOWER"

Presented at Six, Ten and Eighteen Dollars the Flacon. Purse Size, One Dollar. Face Powder, One Dollar.



# HOUBIGANT

P A R I S



The greatest achievement in the  
history of sterling silver . . .

"PALLADIANT"

(TRADE MARK)

# GIVES INTERNATIONAL STERLING LASTING PROTECTION AGAINST TARNISH

"PALLADIANT". Here, in one word, is news that will free thousands of women from the old, old task of silver-polishing! For Palladiant is a remarkable new process which assures *lasting protection against silver tarnish*.

By the Palladiant process, International Sterling is given a protective finish of a platinum metal—*more precious than gold—a metal that will not tarnish!* With ordinary care, Palladiant will keep International Sterling lovely through the years—its lustre unmarred by tarnish.

Palladiant is the latest and greatest achievement of the International Silver Company—largest manufacturers of silverware in the world and creators of the only new idea in silverware design in centuries, *the new Viande knife and fork*. The Palladiant finish may be seen at your jeweler's, and may be had in the five lovely International Sterling patterns shown here—Minuet, Wedgwood, Fontaine, Orchid, and Pine Tree—and in all International Sterling hollowware and toiletware. Consult your jeweler to-day.



Think of having sterling silver hollowware free from tarnish! This graceful Minuet coffeeservice, Minuet bon bon dish, and the cigarette box are available in the new Palladiant finish which does away with rubbing and polishing. Only the occasional washing that you give glass or china, is required.

IMPORTANT!—Due to the low price of silver bullion, reduced prices have been placed, for the time being, on International Sterling flatware—in the five lovely patterns shown here. A slight additional charge is made for the Palladiant finish, as the process is a costly one. Your jeweler can give you detailed information.

**Send for the new Palladiant booklet—FREE!**

FINE ARTS DIVISION, International Silver Company, Wallingford, Conn.

V. 6-15-31

☐ Check the offer you prefer

Please send me your free booklet which describes the Palladiant finish in full.

☐

Please send me your free booklet, as above, and Lady Mendl's (Elsie de Wolfe) helpful book—"Correct Table Silver—Its Choice and Use", for which I enclose 25c.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

(Print name and address—plainly)





A black and white advertisement for Hermès. The background is a large, dark, stylized 'V' shape. On the left side of the 'V', there are two swimsuits: a dark one with light-colored trim and a light-colored one with dark trim. On the right side, there is a striped beach bag with a circular patterned top and a matching striped beach bag hanging from it. At the bottom, the text 'HERMÈS OF PARIS INC.' is written in a large, bold, serif font, with '1 EAST 53rd STREET, NEW YORK' in a smaller font below it.

**HERMÈS**  
OF PARIS INC.  
1 EAST 53rd STREET, NEW YORK



For the Smartest Sports,  
Smartly-Dressed Women Wear

## "SMARTSPORT" KNITTED SUITS & FROCKS

Extremely Voguish.  
Light, Lithesome, Cool, Breezy.  
Charmingly, Flawlessly Tailored  
of Choice, Exclusive Fabrics:  
Summerweight Chiffon Bouclé  
and Sheerweight Zephyr-Twist.  
Trim, Intriguing Silhouettes.  
Artistically Hand-Fashioned Style Motifs.  
Gay, Dashing Colours.  
Low-Pitched, Easily-Affordable Prices.



## A "SMARTSPORT" SUIT OR FROCK

*Recommends Itself as Most Ideal  
for the Various Summer Informalities:*

- .. in Town or Country
- .. for Golf or Tennis
- .. on the Beach or en Promenade
- .. for Tea or the Matinée
- .. for Motoring or Aeroplaning
- .. for Travel by Rail or Boat, etc.

*On View at the Smartest Shops Throughout the Country  
.. Distinguished by the "SmartSport" Label ..*

*Featured in New York Exclusively at*  
**THE TAILORED WOMAN**

*632 Fifth Avenue*

*For Name of Nearest Dealer,  
Please Write to the Couturiers:*

**COHEN BROS., CORP.**  
500 Seventh Avenue, New York City



# THE SHOPPERS' AND BUYERS' GUIDE

## AUCTION AND CONTRACT BRIDGE

**SHEPARD'S STUDIO, INC.**, 34 E. 50th St., N.Y. "Only College of Bridge." Expert instruction either Auction, Contract or Backgammon. Individuals or classes. Teachers' Course. Tel. Plaza 3-4183  
**ELIZABETH B. BANFIELD**—Lessons in Contract Bridge (Culbertson Forcing System) & Backgammon. Individual or class lessons. Special course in Contract Bridge by mail \$3. 27 W. 72 St., N.Y. End. 2-2677

## BAGS

**AN UNUSUAL SHOP** for the repairing, framing and remodeling of high grade bags of every description. Jewelry, missing stones matched and bead restringing. A. L. Workman, 1 W. 34th St., New York  
**LADIES' BAGS.** We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2432 B'way-510 & 669 Mad. Ave., N.Y.  
**PETIT POINT** and Needlepoint bags manufactured in Vienna by ourselves. Very fine imported marcasite, silver, and other beautiful frames. Retail & wholesale. Vienna Importing Co., 1165 Broadway, Bogardus 4-1749

## BEAUTY CULTURE

**EYEBROWS & LASHES** darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 75c at Spiro's, 26 West 38th St. & 35 West 46th St., N. Y.  
**MME. JULIAN'S HAIR DESTROYER** eradicates all superfluous hair (with follicle). No electricity or poison. Established 1869. Address Mme. Julian, 34 West 51st Street, New York City  
**MULTIPLE ELECTROLYSIS**—Mary Elizabeth Scollan, Personal Service only. Free booklet. Address 1 West 34th St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7850  
**ANN WARING, R.N.** Expert in removing superfluous hair—scientifically and successfully—by the method of multiple electrolysis. Personal attention. 210 West 78th St., N. Y. C. Tel. Endicott 2-7129  
**ELLA LOUISE KELLER'S** personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N. Y. Long. 5-6337. Also Chicago—Minneapolis  
**MME. LOUISE HERMANCE** is the one and only originator of the scientific method of face lifting without surgery or operation. Write for free booklet V-6. Ortosan Company, 62 West 57th St., N. Y.  
**SUPERFLUOUS HAIR REMOVED** by my new painless Electrolysis, regardless thickness. Physicians acclaim it only satisfactory method. Natalie Tovim, Reg. Nurse, 57 West 57th St., N.Y.C. Wickersham 2-3841  
**PLASTIC SURGERY INSTITUTE.** Correctional Plastic Surgery for Facial Defects and Blemishes. 743 Fifth Avenue, at Fifty-eighth Street, New York City. For appointment Telephone Plaza 3-7457  
**MME. MAYS**—Scientific facial rejuvenation; lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 12 W. 51st St., N.Y. Wickersham 2-7054  
**BEAUTY TURTLE OIL.** External Rejuvenator for Face, Neck, Hands, Arms, Building, firming bust. Remarkable results. \$3.00, \$5.00. Mme. Adèle, Dept. 32, 1005 Brack Shops, Los Angeles, Cal.  
**CREME COMPACT**—a cream in soap form. Reduces large pores—Relieves oily skins—a thorough cleanser. Three cakes in box. Sent postpaid for a dollar. Adele L. Reya, 507 Fifth Ave., N.Y.C.  
**HAIR ON THE FACE REMOVED PERMANENTLY** and painlessly by Electrolysis Specialist. Physicians endorse my method. Write for booklet V. Mme. Frances, Suite 1078, 11 W. 42 St., N. Y. La. 4-2778  
**AT LAST—IT'S HERE**—Peach Blow Beauty Balm. The wonderful skin beautifier for women and men. An ancient formula re-discovered. Removes blemishes, black heads, skin troubles. Your face renews the springtime bloom of youth. No more facials or massage. Send \$1. for complete beauty treatment with full directions. Agents wanted. Peach Blow Laboratories, 261 Water St., New York, N. Y.  
**SKIN INSURANCE**—a curative powder for skin disorders—good deodorizer—fine for general use. 25c per can. Available at Drug Counters or Charles Ammen Company, Ltd., Alexandria, Louisiana

## BEVERAGES

**SELF-STIRRING BILLY BAXTER**—Highest carbonated drinks bottled in the world. Club Soda, Ginger Ale, Sarsaparilla, Lime Soda, assorted, or all one kind. 10 oz. club style bottles, 4 dozen to case, delivered by express to your home. \$7.00 in the East; \$8.00 in the West and South. Half cases supplied, if desired. Booklet mailed on request. The Red Raven Corporation, Cheswick, Pennsylvania

## BLOUSES

**FLORENCE BARNABY**, 840 Madison Avenue, N.Y.C. Specially designed blouses made to order in latest styles. Very conservatively priced. Also ready-made. Mail orders taken. Rhinelander 4-1213

## BON VOYAGE & GIFT BASKETS

**ALICE H. MARKS**, 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious tidbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7282  
**VOGUE** offers you this classified Guide as a convenience when shopping. Here you will find many interesting and out-of-the-way shops. Patronize them once, and you will return many times

## CATERERS & CONFISEURS

**VENDÔME**—Table Delicacies—18 E. 49th St., N.Y. Wick. 2-2224. Specialist in fresh Russian Caviar. Catering from "European Buffet Counter." Terrapin, Pâté de Foie Gras, Vendôme cheese, Virginia Ham Cooked

## CHILDREN'S & MISSES' THINGS

**NANINE**—510 MADISON AVENUE, N.Y.C. Child children's clothes of painstaking workmanship. Girls to 12, boys to 6. Coats and hats are moderately priced. Charming layettes and nursery accessories  
**"MARY MOORE"** hand made dresses for little girls two to twelve years of age. Exclusive models made to your order at moderate prices. Approval parcels. Post Office Box 156, Davenport, Iowa

## CHINA & ARTWARE

**"CANADA'S MOST TALKED ABOUT GIFT SHOP."** Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

## CHINTZES

**THE CHINTZ SHOP**—INTERIOR DECORATING New York City—443 Madison Ave. at 50th St. Cincinnati, Ohio—1983 Madison Road. Chicago, Illinois—840 North Michigan Avenue

## CLEANING & DYEING

**SADLEIR**—38 West 34th St. Dry Cleaning, Dyeing, French plaiting, Hemstitching, Buttons covered, hats cleaned and blocked. Expert workmanship. Mail orders. Catalog. Lack. 4-2069. Mirror Bldg.  
**AVOID** having your silk garments shrunken or lose their new finish by entrusting your orders with us. Use Telephone Directory for nearest branch office. Schwarz and Forger, 400-410 W. 125 Street  
**KNICKERBOCKER** Cleaning & Dyeing Company. High class cleaners and dyers. Main office 402 East 31st Street, New York City. Branch offices in New York, New Rochelle, Greenwich and White Plains

## CLOSETS

**NOW** is the time to have closets planned, decorated & equipped. Individuality in design, considering comfort, utility; space economy & beauty assured. Consult, Mrs. May B. Bythiner, 1327 Lex. Ave., SA. 2-7500

## CORSETS

**LOUISE GREENWOOD, CORSET EXPERT.** Every description corset, corselette, brassiere—imported or domestic—copied, remodeled, cleaned. Estimates given. Latest models in stock. 55 W. 42 St., N.Y. Long. 5-8173  
**MISS ELEANOR, FORMERLY WITH MME. BINNER.** Modern art in corsetry. The Strapless Brassiere, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 44 W. 56th St., N.Y.  
**MADAME CLAFF SHOULE.** Corsetry in the modern manner without lessening comfort. Brassieres, Lingerie, Negligées. Tel. Volunteer 5-0136. 12 East 48th Street, New York City

## DRESSMAKING & REMODELING

**THE MENDING SHOP.** French gowns copied; suits, frocks & wraps remodeled & restyled. Your wardrobe made smart & wearable. Miss H. Redding Coughlin, 17 E. 48th St., N.Y. No Branches. Tel. Eldorado 5-9161  
**GOWNS REMODELED.** Made to Order, reasonably priced. Exclusive frocks smartly designed, fine workmanship. Beading & rebeading gowns a specialty. Mail orders. Mme. Nobele, 64 West 51st St., N.Y. Vol. 5-4351  
**MME. CLERY—HIGH CLASS DRESSMAKING.** Evening Gowns and Wraps. Ladies' own material used. Remodeling a specialty. Attractive prices. 799 Lexington Ave. (near 62 St.), N. Y. Regent 4-9592  
**MISS VALENTINE**—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Ave., New York City. Vol. 5-4941

## DRESS SHOP

**A DISTINCTIVE SHOP** offering dresses of individual style. Handbags of unusual design. Hand made lingerie. Trouseaux furnished. Surprisingly low prices. The Studio, 303-5th Ave., N.Y. Bogardus 4-0860

## ENTERTAINMENT

**CHILDREN'S ENTERTAINMENT BUREAU.** Also known as "The Party Factory." Everything for Children's Parties from sending the invitations to picking up the last broken balloon. Favors—Decorations—Plans—Magicians—Trained animals—Games—Punch and Judy. Out-of-town entertainments arranged. Saks-Fifth Avenue, New York City. Telephone Plaza 3-4000. Extension 163  
**PUNCH & JUDY SHOW.** Trick Pony, Clown. Magician with live rabbit and dove. Marionettes available for children's parties. Ambrose Jeffries, 44 Eldert Street, Brooklyn, N. Y. Foxcroft 9-3575  
**LET HELENE PAUL**—Eminent Astrologer, give you important information & constructive guidance through your horoscope—by appointment or mail. Reasonable Fees. 127 W. 79 St., N. Y. Endicott 2-4187  
**LORNA FANTIN**—NUMEROLOGY. Signature Correction—Infants' Names Suggested. Specialist in Business Conduct and Charm. By Appointment only. Wickersham 2-7826. 230 East 48th St., N. Y. C.  
**CORNELIA KANE—ASTROLOGER**—Detailed Horoscopes individually written \$5.00, including two year forecast \$10.00. Send date, hour and place of birth. 509 Fifth Avenue, New York City

## FURS

**RICHARD KOPPEN** formerly with Gunthers. Specializing in finest quality Silver Fox, Baum Martin & Sable Scarfs. Cleaning, Repairing, Storing. Prices conservative. 17 W. 45th St., N.Y. Bryant 9-3363

## HAIRDRESSING ESTABLISHMENTS

**J. SCHAEFFER**, over 12 years New York's leading Permanent Wave Specialist. All methods. Becoming individual effects. J. Schaeffer Inc., 590-5th Ave., at 48th, N.Y. Bry. 9-7615, also Hotel St. Regis, Plaza 3-4500  
**CHARLES BOCK**, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hairgoods. Charles Bock, 20 East 57th Street, N. Y. Plaza 3-5610  
**HENRY—HAIRDRESSER**, 3 West 46th Street, N. Y. Catering to ladies who are particular. Specializing in permanent waving and exclusive transformations. Bryant 9-2479. Medallion 3-9252  
**JULIAN**, artist of self setting permanent waving. Winner of two first prizes. Investigate our self setting method. Absolutely no finger waving required. Julian Salon, 122 East 42 St., N.Y.C. Room 622  
**EMILE**—Permanent Waving Specialists. Carrying also exclusive lines of lingerie and cosmetics. Salons at 813 Lexington Ave. (63 St.) Regent 4-8245 and 1429-6th Ave. (58 St.) Circle 7-7563, New York  
**LOUISE BERTHELON**—for over 16 years an authority on permanent waving. Coiffure of individual effects. Vapon Shampoo for oily hair & dandruff. Does not remove marcel. 424 Madison Ave. Wick. 2-9585

## HAIR & SCALP SPECIALISTS

**ANNA S. BURKE**—Hair & Scalp Specialist Over 20 yrs. on 5th Ave. Effective Swedish treatment. Beneficial for headaches and overwrought nerves. 522 5th Ave., at 44th St., N.Y. Tel. Vanderbilt 3-2536  
**FRANCES FOX INSTITUTE**, 745 Fifth Ave., N.Y.C. Featuring internationally known scalp treatment, with distinct departments for men and women. Plaza 3-2430. Other locations: London, Paris, Florence, Rome  
**MYSTIC SCALP FOOD** reconditions hair and scalp. Marvelous for dandruff and falling hair. Restores lustre. Now available for home use. Jar \$1. postpaid. Mme. Louise, 1300 North State, Chicago, Ill.

## HAIR COLORING

**HAIR-COLORING DONE SCIENTIFICALLY** on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physician. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0591

## HAIR GOODS

**MANUEL TRANSFORMATIONS**, slight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupées. Booklet on request. B. Manuel, 485 Madison Ave., N. Y.  
**FRANCOIS. BOB WIGS, TRANSFORMATIONS.** Finest quality, naturally curly hair at moderate rates. Booklet J on request. Prompt attention to mail orders. Francois, Hair Specialist, 431-5th Ave., N. Y.

## HOUSE RENOVATING

**OPENING AND CLOSING Town and Country Houses** and Apartments. Complete cleaning of house and furnishings by expert workers under experienced supervision. Summer visiting service including moth-proofing, vacuum cleaning and storage of rugs, etc. Inventories carefully made. Estimates furnished. Excellent references. Jeannette Egerton Brown and Florence B. Kober, 572 Madison Ave., N.Y.C. Wickersham 2-7039

## LACES

**E. ZALLIO**—Antique & Modern Laces, Linen, Bridal, Bouclier Laces, Banquet Cloths, Memorial Altar Pieces from your own laces, no pierce too insignificant to remodel. Gifts, Cleaning, Mending. Est. 1905. 561-5th Ave., N.Y.

## LADIES' TAILORS

**J. TUZZOLI** makes a Suit, Coat or Gown for \$65 which cannot be duplicated under \$125. Quality and Materials faultless in Make and Fit. New Models now ready. Furs remodeled. 18 E. 53rd St., N.Y.C.  
**FABRICANT**, 50 West 57th St., N.Y.C. Suits, Gowns, Coats and Furs stylishly tailored for the individual. Suits made to order for \$95. Fur Garments remodeled. Finest workmanship. Tel. Circle 7-5935

## MENDING & REPAIRING

**MOTH HOLES.** Tears, Burns on garments made invisible by weaving. Shine on clothing permanently removed. Guaranteed Damage Weaving Co., 146 Fifth Ave., bet. 19th and 20th St., N. Y. C.

## MENUS & RECIPES

**JOIN THE MENU CLUB.** Dinners, Teas, Lunches, Suppers. New menus weekly, totalling 104 annually. Membership \$4 a year. Phone or write Mrs. E. Newman, 23 E. 74th St., N.Y.C. Rht'r. 4-7056

## MILLINERY

**REMODELLER OF HATS.** "A Hat of Yesterday"—re-designed into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 57 W. 50th St., N.Y. Vol. 5-2990  
**DON'T DISCARD YOUR WORN HATS:** Reblocked, shrunk or enlarged to correct head sizes. Remodeled after latest fashions. \$3.50 up. New models modeled to your head. Hairberns, 9 West 35th St., N. Y.

## MOURNING APPAREL

**ARTHUR MULLEN**, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

## NAME TAPES

**CASH'S WOVEN NAMES** for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 11th St., So. Norwalk, Conn., or 6427 So. Gramercy Place, Los Angeles, Cal.

## PATTERNS

**PATTERNS CUT TO MEASURE** from illustrations, description of model. Fit guaranteed. Special attention to mail orders. Mrs. W. S. Welsz, 303 Fifth Ave., cor. 31st St., New York. Bogardus 4-0142

## PERSONAL SERVICE

**CONSULTATIONS** on your own individuality with wardrobe charts plotted. \$12. Costumes assembled at small service charge. Elizabeth Osborne, Inc., 41 Fifth Ave., N.Y.C. Office hours 9-12. Stuy. 9-4883

## SANITARY EQUIPMENT

**SAN CIRCLET.** The perfect Sanitary Belt, no elastic, no pins, instantly adjusted, positively secure, wears longer, launders better, hand tailored French cut. 65c, 2 for \$1 postpaid. 704 N. 40 St., Philadelphia, Pa.

## SHOES

**SHOECRAFT SALON** "fitting the narrow heel" in sizes 1-10 AAAA to D. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

## SHOPPING COMMISSIONS

**EDITH V. STOVEL** of the Associated Purchasing Agents, New York, shops for or with you in leading stores without charge. Free Shoppers' Magazine, 366 Fifth Avenue, N. Y. Tel. Wisconsin 7-3288  
**MRS. SARAH BOOTH DARLING**, Purchasing Agent. Accompanying out-of-town patrons. No charge. Send for magazine. Telephone Trafalgar 7-6450. 155 West 78th Street, New York City  
**GEORGETTE DUNBAR EVANS** will keep you in touch with N. Y.'s modes; will shop for or with you gratis. Interior decorating. Fashion magazine. 28 East 70th Street, N.Y.C. Tel. Butterfield 8-1242  
**"BEAUTIFUL THINGS I SEE"**—Write for Free Pamphlet with list of bargains. Shops free for or with you saving time and money. Address Helen L. Richards, 452-5th Ave., New York  
**MRS. C. B. WILLIAMS**, New York Shopper, will shop with you or for you. Services free. Send for "The Shopper" magazine. Interior Decorating. 366 Fifth Ave., N.Y. Telephone Wisconsin 7-0885  
**AUDREY T. McALLISTER** offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179  
**YOUR SHOPPING** made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 366-5th Ave., N. Y. Wisc. 7-1683

## SPORTSWEAR

**RAMSAY LINCWEVE SPORTSWEAR** made-to-measure. Exclusive models and materials. Bouclé, cloth and Special knit. Address for catalogue. Chas. A. Ramsey, 1331 East 47th St., Chicago

## STATIONERY

**PERSONAL STATIONERY.** 100 envelopes and 200 sheets, exquisite bond paper, each with name and address in rich deep blue, \$1.00. Brookside Press, 146 Mt. Joy Place, New Rochelle, New York

## SWIMMING SCHOOL

**SWIM FOR HEALTH, GRACE**, effective reducing methods. Exclusive pool, expert instruction. Send for Booklet C. Mary Beaton School of Swimming, Barbizon Hotel, 140 East 63 St., N. Y. C.

## TROUSSEAU

**PURPLE BOX**, 11 East 55th Street, N. Y. Hand-made lingerie, negligees, linens, handkerchiefs. Monogramming a specialty. Unusual gifts for all occasions. (Workrooms at Crippled Children's School)

## WEARING APPAREL BOUGHT

**MME. NAFTAL**, 69 W. 45TH will purchase at highest prices your slightly used or misfit Street and Evening Gowns, Wraps, Furs, Diamonds, Jewelry, Silverware, Furniture, Rugs, Draperies, etc.  
**TELEPHONE BRYANT** 9-6268 or 9-6269 for appointment. Special attention to out-of-town patrons. Est. 40 years. Write or call Mme. Naftal, 69 West 45th St., N. Y. C. Tel. Bryant 9-6268-9-6269

## WEDDING STATIONERY

**HAND ENGRAVED Wedding Announcements.** 100 for \$13.50, correct in quality and every detail. 100 Calling Cards \$2.75. Write for samples. V. Ott Engraving Co., 1048 Chestnut Street, Phila., Pa.  
**ENGRAVED WEDDING Invitations and Announcements.** Everett Waddley Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 5 S. 11th St., Richmond, Va.

## WEIGHT REDUCING

**REDUCE POUNDS AND DIMENSIONS DAILY.** For Hollywood figure read "Screenland" mailed on request. See stage and screen stars at O'Brien's Gym. 1658 B'way (51 St.), N. Y. Circle 7-9373-9361  
**THE SHOPPERS' & BUYERS' GUIDE** will make your shopping easier. Identify yourself as a Vogue reader, and you can be sure of immediate and courteous attention in any of these shops



## VOGUE'S SCHOOL AND CAMP DIRECTORY

## GIRLS' CAMPS

OGONTZ  
WHITE MOUNTAIN CAMP

Six-hole golf course, riding, tennis, swimming, sailing—everything delights girls at Ogontz. Three horseback rides a week, under a West Point officer, included in tuition. Arts and crafts. Rustic cabins with lights. Running water nearby. 700 acres. Near Sugar Hill, N. H. Two weeks may be spent at seashore by special arrangement. Under direction of Ogontz School for Girls, Abby A. Sutherland, Principal. Booklet, Ogontz School P. O., Pa.



**PINE TREE** For Girls. On beautiful Naomi Lake 2,000 feet above sea, in pine-laden air of Pocono Mts. Four hours from New York and Philadelphia. Experienced counselors. Horseback riding, canoeing. All sports. Pine Tree Club for older girls. 20th year. Miss Blanche D. Price, 404 W. School Lane, Philadelphia, Pa.

**SKOOKUMCHUCK IN THE ROCKIES**  
FOR GIRLS UNDER TWENTY-ONE  
Operated in conjunction with the  
HALF DIAMOND S & GUEST RANCH  
ON BEAUTIFUL PREMIER LAKE IN BRITISH COLUMBIA  
Write Mrs. E. L. Staples Winter Address 461 B Ave., Coronado, Calif., U.S.A.

## BOYS' CAMPS

**WASSOKEAG SCHOOL-CAMP**  
The unique "older boy program". One counselor-teacher for every 3 boys. Write for literature describing the "School-Camp Movement".  
Lloyd Harvey Hatch, Director Dexter, Maine

**CAMP LENAPE Boys 6-16**  
Log cabin camp on lake in Pocono Mountains. Christian. Horses, tennis, motor boating. Real Indians, cowboys. Physician. Booklet. Lenape Village for adults nearby. James V. Keiser, 1107 Childs Ave., Drexel Hill, Pa.

## BOYS' &amp; GIRLS' CAMPS

**COWHEY CAMPS** Rip Van Winkle for Boys On-Ti-Ora for Girls  
In the Catskills. One mile apart. All land and water sports. Catholic Chapel. Booklets on request.  
A. M. Cowhey, Director Rip Van Winkle  
Josephine Cowhey, Director On-Ti-Ora  
730 Riverside Drive New York, N. Y.

**SHAWNEE LAKE CAMP** Shawnee on Delaware, Pa.  
Private Lake. Boys and girls 4 to 16. Conducted by Essie Olive Abeel School. Endorsed by Lehigh University. No extras. Horseback riding included in fee.  
Mrs. Essie Olive Abeel, 293 Lookout Ave., Hackensack, N. J., Telephone Hackensack 2-5757.

## NORWOOD SCHOOL CAMPS

Girls and Boys 4 to 18  
Creative activities to develop each child. Sea-bathing, dramatics, tutoring if desired. 20 miles from N.Y.C.  
EVA DAVIS WALLS  
Norwood School Hempstead, L. I., N. Y.

## STUDENT RESIDENCES

**TEASDALE RESIDENCE**  
FOR GIRL STUDENTS AND YOUNG WOMEN  
about taking your daughter when she comes to New York City to study or for a social season.  
326 W. 80th Street  
SUSQUEHANNA 7-7858

## MRS. BOSWELL'S

Fine clientele limited to twenty-five guests. Individual arrangements made to please patrons. Open all year. For information write or interview  
Mrs. Henry Harrison Boswell  
344-346 West 84th Street New York City

**Miss Ferguson's Residence**  
Affords a charming home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. French. Est. 1915. Open all year. Tel. Su. 7-7549. Catalog.  
309 West 82nd Street, New York City

**Miss Welden's Residence**  
A beautifully appointed modern home for girls studying in New York. Elevator Service. Chaperonage elective. Catalogue. SU. 7-7382.  
463 West End Ave., New York

## SCHOOLS &amp; RESIDENCES

## THE STUDY

A SMALL RESIDENCE group of older girls wishing to continue their studies. Special emphasis on Literature, Travel, French and History, combined with vocational work to meet individual needs. Booklet.  
Anne Evelyn Boardman, 140 E. 63rd St., New York

**CHAMBERLAYNE** School and Residence  
For girls of such maturity that strict discipline is unnecessary. Cultural and home-like background. Professional school affiliations. Miss Bertha Filkins, 178 Commonwealth Avenue, Boston, Mass.

## VOCATIONAL TRAINING OF ALL KINDS

A chapter from Vogue's  
Book of Private Schools

"The vocational school of today opens its courses to high school graduates, college students and graduates, and even to those who think they have put school-days behind them. The range of instruction covered is wide. Excellent schools are to be found specializing in art—painting, sculpture, etching, illustration; in applied art—interior architecture and decoration, graphic advertising and illustration, stage design, costume design and construction, costume illustration, and all kinds of crafts."

"Domestic science schools cover thoroughly the ground of home management. The course includes instruction in such management, in budget-making, in hygiene and home nursing, in foods and marketing, and in house furnishing."

"Schools of dramatic art, expression, lyceum work, and schools for stage training, can be found in any of the large cities. These institutions provide specialized training for those interested in all sides of the theatre."

"The large musical institutes provide for the talented along such lines. Their courses are broad and well directed. Instruction in the playing of every instrument, in theory and composition, harmony, musical appreciation, and conducting, also in public school music, is available in schools of this kind."

## GIRLS' SCHOOLS



**BRIARCLIFF**  
The fullest educational opportunities for girls in the environment of a beautiful home. General, College Preparatory, and Junior College Courses. Exceptional advantages in Music, Dramatics and Art. Household arts and secretarial courses. Riding, golf, swimming. Catalogue. Address Registrar, Briarcliff School, Box V, Briarcliff Manor, New York

**GARDNER**  
School for Girls  
11 East 51st Street, New York City  
A thorough school with delightful home life. Fireproof building. College preparatory, academic, secretarial and Post Graduate courses. Music. Riding, swimming, tennis. 74th year. Catalog. Miss Eltinge, Miss Masland, Principals

**THE FINCH SCHOOL**  
Resident and Day School offering two-year elective Post Graduate Course to girls of college age. Affiliated School in Paris. Jessica G. Cosgrave, Principal, 61 East 77th Street, New York City

**THE LENOX SCHOOL**  
A Day School for Girls. Pre-primary through General and College Preparatory Courses. Modern fireproof building. Jessica G. Cosgrave, Olivia Green, Principals. 52 East 78th Street, New York City.

**SEMPLE SCHOOL**  
Resident and Day. Postgraduate. College Preparatory and Special Courses. Art, Music, Dramatic Art, Secretarial, Dom. Science. Country Estate for Outdoor Sports—Riding. 32nd Year. Mrs. T. Darlington Semple, Prin., 351 Riverside Drive, N.Y.C.

**DONGAN HALL**  
Country School one hour from N. Y. City. Overlooking N. Y. Harbor. College Preparation. General Course. Music, Art. Emma Barber Turnbach, Staten Island, N.Y.

**MARYMOUNT** Tarrytown-on-Hudson  
College for Women New York  
Castle Ridge Wilson Park  
School for Girls  
Four Years College. Two-Years Finishing. Secretarial, Dom. Sci., etc. Branches 5th Ave., N.Y.C.; Paris; Rome. For catalogues write Rev. Mother.

## KING-SMITH STUDIO-SCHOOL

MUSIC • DANCING • DRAMATICS • LANGUAGES • LITERATURE • ART  
A Residential School  
for Cultural and Professional Study  
(Catalog: Mr. & Mrs. August King-Smith  
1755 New Hampshire Ave., Washington, D. C.) • PARIS

## GIRLS' SCHOOLS

## Elm Lea

A school for older girls wishing intensive work in Drama, Voice and Speech, Playwriting, Poetry, Music, Painting, Modelling, History of Art, Eurhythm. Limited group with work adapted to the needs of the individual student.

Sixteen weeks in the country  
Sixteen weeks in New York City  
Katherine Jewell Everts  
Elizabeth Fay Whitney  
Adele Lathrop  
ELM LEA, Putney, Vermont

**The KNOX School for Girls**  
COLLEGE preparatory, Junior College and cultural courses. Ask for the catalog.  
Mrs. Russell Houghton, Box V, Cooperstown, N. Y.

**Saint Agnes School for Girls**  
From Kindergarten through High School. College Preparatory, Music and Art Courses. Address Miss Blanche Pittman, M.A., 56 Elk Street Albany, New York

**THE GATEWAY A New England School for Girls**  
Thorough College Preparation. Intensive Preparation for Board Examinations. Music, Art, Secretarial Courses. Outdoor Sports. Riding. Alice E. Reynolds, 5 St. Ronan Terrace, New Haven, Conn.

**LOW-HEYWOOD**  
On the Sound—At Shippan Point  
Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress. Box V, Stamford, Connecticut

**WYKEHAM RISE**  
Washington, Connecticut  
A COUNTRY SCHOOL FOR GIRLS  
College Preparatory and Special Courses  
Fanny E. Davies, L.L.A., Head Mistress

**Weylister** 2-year college and secretarial for young women. Special course for college graduates. Mrs. Marian W. Skinner, M.A., Miss Louise H. Scott, Box D, Milford, Conn.

**Martha Washington Seminary**  
JUNIOR College. Courses in Liberal Arts, Secretarial Science, Household Science, Music, Art, Dramatics, High School subjects. Sports. Secretary, Box V, 3640 16th St., N. W., Washington, D. C.

**GUNSTON HALL**  
1914 Florida Avenue, Washington, D. C.  
FOR GIRLS. Academic, Collegiate Departments. Music, Art, Expression, Home Economics, Secretarial. Est. 1892. Mary L. Gildersleeve, Mary B. Kerr, M.A., Principals, Richard N. Mason, Bus. Mgr.

## GIRLS' SCHOOLS

MISS BEARD'S  
SCHOOL

A COMPLETE EDUCATIONAL PROGRAM FOR GIRLS

ORANGE, N. J.

## THE MARY LYON SCHOOL

College preparatory, general courses. All sports. Wildelfin, separate two-year graduate school offering selective college subjects. Fine arts, secretarialship, homemaking.  
Mr. and Mrs. H. M. Crist, Principals  
Box 1509 Swarthmore, Pa.

## Birmingham

School for girls. College preparatory, general courses. Certificate privileges. Music, art, home economics. Riding, pool. Established 1853. Catalog. Alvan R. Grier, Litt.D., Pres., Box 66, Birmingham, Pa.

## HARCUM SCHOOL

COLLEGE PREPARATORY, general academic. Certificate privileges. Separate building for graduate school. Music, art, secretarial, dramatic art courses. Near Phila. Riding. Catalog.  
Edith Harcum, Box V, Bryn Mawr, Pa.

## Penn Hall for Girls

Accredited. College Preparatory school. Junior College. All Special courses. Conservatory. Part of May at Ocean City. Sports. Riding. Fireproof buildings. Connecting baths. Catalog: Box V, Chambersburg, Pa.

## OGONTZ SCHOOL FOR GIRLS near PHILADELPHIA

TRADITIONAL grace of finishing school with educational thoroughness. Junior college. General courses. College preparation. Rydal Hall, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P. O., Pa.

Ward-Belmont  
FOR GIRLS AND YOUNG WOMEN

**WE B** A fully accredited school offering 4 years preparatory—2 years college work. Music, Art, Expression, Physical Training and Secretarial. All leading sports. References required. Write for "The Illustrated Story of Ward-Belmont."  
BOX 705 NASHVILLE, TENN.

Warrenton  
Country School

COLLEGE preparatory and cultural courses. Superior advantages in music. Attractive buildings. Separate cottage for younger girls. French, language of the house. Riding, sports. The school, in the beautiful Piedmont Valley near Washington, is planned to teach girls how to study, to bring them nearer nature, and to inculcate ideas of order and economy. It offers a fixed rate.  
MLLE. LEA M. BOULIGNY, Principal  
Box 18 Warrenton, Virginia

## CHATHAM HALL

In Southern Virginia. Episcopal. Preparation for all Colleges. General, advanced and special courses. 175 acre estate. Year-round outdoor life. Golf, Riding, Swimming Pool. Catalog. Edmund J. Lee, D.D., Box V, Chatham, Va.

## Garrison Forest

Modern well-equipped school for girls. In the Green Spring Valley near Baltimore. College Preparatory. General Courses and Junior School. Art, Music, Hockey, Riding. Catalogue. Jean G. Marshall and Nancy Offutt, Principals. Box V, Garrison, Md.

## ROBERTS-BEACH

Excellent record with leading women's colleges. Stimulating contacts with teachers of experience. LUCY ROBERTS, PH.D.; SARAH BEACH, PH.D., Heads of School. Catalog: Box 40, Catonsville, Md.

## Chevy Chase

Junior College and Senior High School at Washington. 24th Year—12 acre Campus. Academic Courses, Home Economics, Secretarial, Music, Art, Dramatic Departments. Athletics, Riding, Swimming.  
Theodore Halbert Wilson, Box V, Washington, D. C.

## NATIONAL PARK SEMINARY

A Modern Education for the Modern Girl. 32 well-equipped buildings. 300-acre campus near Washington. Catalog. Address: The Registrar, Box 134, Forest Glen, Maryland.

## FAIRMONT

33rd Year. College Preparation. Eight 2-Year Junior College diploma courses. Educational advantages of National Capital. Address Principal, 1703 Massachusetts Avenue, Washington, D. C.



## GIRLS' SCHOOLS

## Lasell Seminary

A Junior College for Young Women

TEN miles from Boston. Two-year courses for high-school graduates. Home Economics, Secretarial, College Preparatory, Art, Expression courses, Excellent Music, Sports, 30 acres. Delightful home life. Separate Junior School. Catalogs.

GUY M. WINSLOW, Ph.D., Prin.  
126 Woodland Road, Auburndale, Mass.



## HOUSE IN THE PINES

A Country School Near Boston

Thorough College Preparation. Two-Year Graduate and Secretarial Courses. New Art Studio. French House. Household Arts. Music. Fine Riding Horses. The Hedges—A Separate School for Girls of Junior High School Age.

Miss Gertrude E. Cornish, Principal  
40 Pine Street Norton, Mass.

Mount Ida  
School  
and  
Junior  
College

Accredited College Preparatory, Junior College, High School, Vocational and Finishing Courses. Home Management, Art, Secretarial and Music. All Athletics. Own Stables. For catalog write: 125 Bellevue St., Newton, Mass.

## KATHARINE GIBBS

SECRETARIAL EXECUTIVE ACADEMIC Two-Year Course—First year six college subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instructors. Catalogue. Address: Dean New York Boston Providence 247 Park Ave. 90 Marlborough St. 153 Angell St. Day and Resident Schools in New York and Boston



## OAK GROVE

A QUAKER SCHOOL FOR GIRLS

Preparing For Leading Colleges and Professional Schools

Courses in Music, Art, Expression and Physical Education

Joyous Outdoor Life among Beautiful Maine Hills

Scholarship Health Courtesy Character

Address: Mr. and Mrs. Robert E. Owen, Principals Box 121 Vassalboro, Maine

## GODDARD

A GIRLS' SCHOOL IN VERMONT

College Preparatory, Secretarial, Science, and Music Courses. Healthful Outdoor Life, Modern Dormitory, Moderate Tuition.

Melita Knowles, Goddard School, Box 24, Barre, Vt.

## BANCROFT SCHOOL

FOR GIRLS

31st Year. Complete College Preparation. Individual Attention to carefully selected group in Boarding Department of Progressive Day School. Summer and Winter Sports; Dramatics, Arts, Music.

Address: Hope Fisher, Principal, Worcester, Massachusetts

## Kendall Hall

For Girls

Prides Crossing, Mass.—on-the-Seashore. Accredited College Prep. without examinations. Jr. College, Music, Int. Dec. Secretarial, Beach, Riding. Catalog—Box V.

## Stoneleigh-Prospect Hill

School for Girls

A new fireproof building on 150-acre estate. College Preparatory, Special Academic, and Postgraduate Courses, Music and Art. All Sports. Principals: Isabel Cressler, Caroline Sumner, Greenfield, Mass.

## WALNUT HILL

School for Girls

Preparation for all colleges. 50-acre campus. New gymnasium. 17 miles from Boston. Address: Florence Bigelow, Principal, Box E, Natick, Mass.

## WHITTIER

A New England School for Girls

College Preparatory and Junior School. One Year Review Course, Music, Physical Education, Outdoor Sports. 38th Year. Home and Tuition \$1000. Address: Mr. and Mrs. William C. Russell, Principals, Box V, Merrimac, Mass.

## NORTHAMPTON

SCHOOL FOR GIRLS

Regular preparatory course for Smith and other colleges. One year intensive course for high school graduates. Dorothy M. Bement, Sarah B. Whitaker, Principals, Box E, Northampton, Massachusetts

## CHOATE SCHOOL

A country school in a model town. For girls: Boarding 11 to 19; Day 5 to 19 years. College Preparatory, General Courses. Outdoor life. Augusta Choate, Vassar, 1600 Beacon Street, Brookline, Mass.

"Then there are schools for those interested in all phases of dancing, aesthetic, eurythmic, acrobatic, musical comedy, 'tap' and 'step,' ballet, and ballroom dancing."

"Landscape architecture and gardening offer another profitable field for persons whose primary interest is out-of-doors."

"Physical education is also a popular vocation. Schools of this class specialize in this work and prepare future teachers."

"The kindergarten training school has become very popular, and most interesting and profitable work is at the command of those whose talents take them along the paths of child education."

"There is a school or an individual teacher somewhere in almost every large city—always in New York—where a student who wants specialized training may get it. Instruction in social service, nurses' training, library training, book-binding, photography, miniature-painting, even jewellery-making, is either included in one of the schools mentioned or has a school to itself. The duration of the course depends largely upon the ability and past training of the individual. A thorough course generally covers a period of from two to three years. But there are shorter courses for teachers or those who wish to obtain additional training in one or another phase of their chosen career, or for those who seek an avocation. There are evening courses, also, so that persons employed during the day can find the type of instruction they wish. In fact, since almost any known vocation has its special school, instruction can be adapted to the student."

Vogue's Book of Private Schools analyzes all existing types of school, for both boys and girls, at home and abroad, covering the whole list from nursery kindergartens to adult education. Why not write for a copy? There is no obligation, of course. Address: Vogue's School Bureau, 1928 Graybar Building, Lexington at 43rd, New York.

## GIRLS' SCHOOLS

## LINDENWOOD COLLEGE

50 minutes from St. Louis

Leading college for women in the Southwest. Thorough scholarship. Standard four-year college with degree or Junior College, as desired. Journalism, home economics, secretarialship and physical education. Special opportunities in music and art. 138 acres overlooking Missouri river. Golf, swimming. 105th year. Member of the American Association of University Women.

Write for the catalog

John L. Roemer, D.D., President  
Box 431 St. Charles, Mo.



## FERRY HALL

An outstanding Junior College and High School for Girls. Recommended by colleges everywhere. Influential alumnae. New Buildings. Address: Miss Eloise R. Tremain, Box 40, Lake Forest, Ill.

The schools and camps advertised in this section will gladly send you their literature.

## TOURS ABROAD

## European Travel School for Girls

Your daughter's finishing year abroad. October to May. Travel, study and social opportunities combined. Holidays at St. Moritz and Cannes.

LILIAS S. BILL

Suite 313, 350 Madison Ave., New York, or  
Suite 2214, 230 North Michigan Ave., Chicago.

## VOGUE'S

## Book of Private Camps

You still have two weeks in which to select a camp for your boy or girl, as most camps open July 1st. Vogue makes the process easier and shorter, for you, too.

Vogue's fifteen years of experience in assisting parents to choose the right private camp for their children has gone into a comprehensive and authoritative book on camps. Written by the Editors of Vogue, entirely from a parent's viewpoint, the book discusses the different types of camps, their different purposes, regulations, activities, age limits, physical training, religious affiliations, equipment and all the other factors to be considered. It will save hours of random inquiries. It will prove an old and trusted friend, who has sent many children to summer camps, and knows just how to go about it. Write the address below, mentioning Vogue, please.

## VOGUE'S CAMP BUREAU

1928 Graybar Building • Lexington at 43rd • New York City

The schools and camps will give special consideration to letters from readers who mention Vogue's name

## BOYS' SCHOOLS

## BLAIR ACADEMY

A School for 300 Boys

Beautiful Location 65 Miles from New York. Graduates in Leading Eastern Colleges. Thorough Preparation for College Board Examinations and Certificates. Junior School for 7th and 8th Grades. Excellent Equipment. 310 Acres. Gymnasium. Pool. Golf Course. Athletics for all Boys.

For Catalog Address, The Headmaster

Charles H. Breed, Ed.D., Box K, Blairstown, N. J.

**PEDDIE** Prepares boys for College Entrance Board Examinations. Six forms including two grammar grades. Boys from 30 states. 150 acres. Athletics for every boy. Rowing 9-hole golf course. 66th year. Summer Session July 20-Sept. 5. Catalog. Roger W. Swetland, Box 6V, Hightstown, N. J.

## RIVERDALE A Country School for Boys

Well Balanced Program. One of the Best College Board Records. Athletics, Student Activities, Music, Fire-proof Dormitory. 25th year. For catalog address: Frank S. Hackett, Riverdale-on-Hudson, New York

## St. John's School

Prepares boys for college and business. Accredited. Military Training. Supervised study and athletics. Separate school for boys under 13. WILLIAM ADDISON RANNEY, Box 203, Ossining-on-Hudson, N. Y.

## Collegiate School

College Preparatory school for boys. Twelve year course completed in 11 years. Small classes. Experienced teachers. Music, gymnasium, afternoon program, manual training. Est. 1633. Catalogue V. C. B. BOOCOCK, Headmaster, 241 W. 77th St., N. Y. C.

## Under Lake Placid Club Education Foundation NORTHWOOD

In the Heart of the Adirondacks. Unusual success in preparing for college work. Modern methods. Winter sports, Junior and Senior schools. Ira A. Finner, Ed. D., Box V, Lake Placid Club, N. Y.

## INDIAN MOUNTAIN SCHOOL

LAKEVILLE, CONN. Boys 8 to 14

Prepares for all secondary schools. Seven masters, with cultural background and experience, in close touch with boys. Enrollment limited to 40. Home care. Methods combine best features of progressive and formal education. Resident trained nurse.

Music Art Athletics  
FRANCIS BEHN RIGGS, Headmaster

## BRITAIN-BIGELOW

Formerly THE RECTORY SCHOOL

For boys under 15 years. Prepares

for all leading secondary schools.

Rev. and Mrs. F. H. Bigelow Pomfret, Conn.

## Westminster School

Limited to 60 boys in Junior School. 100 boys in Senior School. Preparatory to leading universities. Fourteen miles from Hartford. Head Master, Raymond Richards McOrmond, Simsbury, Connecticut

## ROXBURY

Complete attention to the needs of the individual boy, insures a thorough College Preparation. A. V. Sheriff, Headmaster, Cheshire, Conn.

## RIDGEFIELD SCHOOL

On Lake Mamasasco

A college preparatory school for 60 boys.

Small classes. High scholarship average.

115 acres. Superb health record. All sports.

Theo. V. Jessup, H'dmaster, Ridgefield, Conn.

## MILFORD

FOR COLLEGE PREPARATION

Where the needs of each boy are analyzed and met. Catalog. Address: L. W. Gregory, Headmaster.

MILFORD, CONNECTICUT

## If You Have A Boy To Educate WILBRAHAM

An old but progressive New England Academy requests your investigation. Upper School, boys 14 to 20

—Rate \$1050. Lower School, boys 9 to 14—Rate \$1200.

Ralph E. Peck, P.d.D., Box V, Wilbraham, Mass.

## LAWRENCE ACADEMY

GROTON, MASS.

Prepares boys for all colleges. Send for catalogue. Founded 1793.

## Vermont Academy

Accredited Preparatory School for Boys. One-Year

intensive course for H. S. graduates. In Southern Vt. easily accessible. Trained Athletic leaders. \$725.

No Extras. John B. Cook, LL.D., Prin., Box V, Saxtons River, Vt.

## CLARK SCHOOL HANOVER, N.H.

Prepares for Dartmouth and other colleges. Certificate of Privilege

Also Special Two-Year Preparatory Course

## LAKE FOREST

Leading Non-Military College Preparatory School for

boys in the Middle West. Revolutionary new plan of

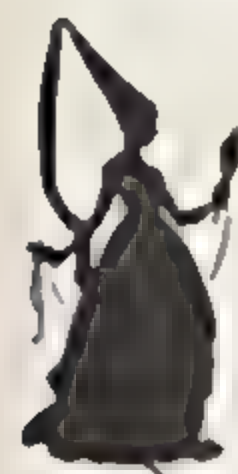
education attracts nation-wide attention. John Wayne

Richards, Headmaster, Box 150, Lake Forest, Ill.



## APPLIED ARTS

## THE TRAPHAGEN SCHOOL OF FASHION



Intensive Six Weeks Summer Course  
All phases from elementary to full mastery of costume design and illustration, textile and stage design, taught in shortest time consistent with thoroughness. Day and Evening, Saturday courses for Adults and Children. Incorporated under Regents. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our employment bureau. Send for circular V.

In first Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part: all prizes awarded to Traphagen pupils with exception of one of five third prizes. In latest contest Traphagen students won all awards; also First Prize in 1931 Beaux Arts Ball Contest sponsored by Art Alliance of America  
1680 Broadway [near 52nd St.] New York

## The McDowell School

Est. 1876

ELEMENTARY AND ADVANCED COURSES in Professional Costume Designing, Draping, Pattern-Making, Grading and Dress-Making. SHORT PRACTICAL COURSES in Fashion Sketching, COURSES in MILLINERY Making, Designing and Sketching, Individual Instruction. Day and Evening Classes. No branches. Catalogue on request. Visitors welcome.

71 West 45th St. New York City

## INTERIOR DECORATION

## Six Weeks Practical Course

Period and Modern Styles, Draperies, Color Harmony and All Fundamentals.

Resident Day Classes start July 6th. Send for Catalog 7R  
Home Study Course starts at once. Send for Catalog 7K

New York School of Interior Decoration  
578 Madison Avenue New York City

**Costume design**  
for stage, trade,  
screen, styling  
**SUMMER**  
**COURSES**  
Under direction of  
Emil Alvin Hartman,  
16 East 52nd Street  
New York : Paris

**fashion Academy**

## CHAMBERLAIN SCHOOL OF EVERYDAY ART

Fashion Advising—A New Profession for Women  
Limited Enrollment. References Required.  
739 Boylston St., Boston, Mass.

**T-SQUARE PATTERNS**

**CHARLOTTE DESIGNING SCHOOL**  
PARISIAN METHOD  
Dress Designing, Pattern Drafting,  
Complete Residence Course. Also  
Home Study Course. Catalogue. 23  
years' experience in designing  
816 Conn. Ave., Washington, D. C.

## PENNSYLVANIA MUSEUM SCHOOL OF INDUSTRIAL ARTS

PREPARATION for professions in art as related to Industry. Emphasis on fundamentals and individual expression in art. 4-year course. Catalog.  
326 S. Broad St., Philadelphia, Pa.

## KINDERGARTEN TRAINING

**LESLEY SCHOOL** 2 and 3-  
of Kindergarten and Primary Training 7 to 12  
courses  
in playground, kindergarten, nursery and elementary school teaching. 4 dormitories. Catalog.  
Secretary, 63 Everett St., Cambridge, Mass.

## DRAMATIC ARTS

**AMERICAN ACADEMY** For 46 years  
of **DRAMATIC ARTS** the leading  
institution  
for Dramatic and Expressional Training in America.  
Teachers' Summer Course, July 6th to Aug. 14th. For  
catalog address: Secretary 251-F, Carnegie Hall, N. Y.

## ALVIENE SCHOOL OF THE THEATRE

and CULTURAL subjects for personal development. Stage  
Teaching, Directing Drama, Stage and Concert Dancing, Vocal,  
Screen, Musical Comedy, Elocution, Stock Theatre and Platform  
appearances while learning. For Catalog 22, apply:  
V. Ely, Sec'y, 66 W. 85th Street, New York

## FEAGIN'S DRAMATIC ART

Thorough courses in Acting, Directing, Teaching,  
Radio Broadcasting, General Culture—Children's  
Classes—Day and Evening. Summer Session July 6  
—August 15. Fall term begins October 12. Catalogue.  
Secretary, 602-B Carnegie Hall, New York.

## WHITEHOUSE ACADEMY OF DRAMATIC ARTS

A Two-Year Liberal Education Course in Literature  
and Drama. Prepares for acting and teaching  
**HANS WIENER SCHOOL OF DANCE**  
416 Pierce Building, Copley Square, Boston, Mass.

The schools and camps will give special consideration  
to letters from readers who mention Vogue's name

## FINE AND APPLIED ARTS



DOLLARS FROM ART

SUMMER CLASSES  
START JULY 6<sup>TH</sup>CARL  
WERNTZ  
DIRECTOR

PERSONAL GUIDANCE IN  
ALL PRACTICAL SUBJECTS  
send for catalogue

CHICAGO ACADEMY OF FINE ARTS  
18 SOUTH MICHIGAN AVE. • CHICAGO

## N.Y. School of Fine &amp; Applied Art

(Parsons)

NEW YORK-PARIS W.M. M. ODOM, PRES.

AUTUMN SESSION BEGINS SEPT. 2

ONLY INTERNATIONAL PROFESSIONAL SCHOOL  
offering Interior Architecture & Decoration, Costume Design  
& Illustration, Graphic Advertising & Illustration,  
Teachers Training, etc.

INQUIRE NOW! CATALOGUES ON REQUEST  
Address Box V, 2239 Broadway, New York

## GRAND CENTRAL SCHOOL OF ART

INDIVIDUAL talent developed by successful modern artists. Courses in Painting, Drawing, Etching, Sculpture, Commercial and Applied Arts and Interior Decoration. Summer Sessions in New York City and Provincetown. Catalogue.

Room 7002, Grand Central Terminal, N.Y.C.

## NATIONAL SCHOOL OF FINE AND APPLIED ART

Interior Decoration, Color, Costume, Commercial Art, Poster, Design, Dynamic Symmetry, Life, Sketch Class, Dormitory. Catalog. Felix Mahony, Pres., Dept. V, Connecticut Ave. and M. Washington, D.C.

## THE ART INSTITUTE OF CHICAGO SCHOOLS OF FINE AND INDUSTRIAL ART

Faculty of 75. Courses in all branches. Operated on a non-profit basis, low tuition. 63rd year. Free illustrated catalog. Summer Term June 29 -- Fall Term Sept. 21. Address Box V.A., Michigan Ave. at Adams St., Chicago, Ill.

## SECRETARIAL TRAINING

## KATHARINE GIBBS

SECRETARIAL EXECUTIVE ACADEMIC  
Two-Year Course—First year six college subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instructors. Catalogue. Address: Dean New York Boston Providence  
247 Park Ave., 90 Marlborough St., 155 Angell St.  
Day and Resident Schools in New York and Boston

## MISS CONKLIN'S

## SECRETARIAL SCHOOL

Enrollment for September 15th and  
October 6th

105 West 40th St. New York City  
Booklet on request Tel. PENN. 6-3758

## BALLARD SCHOOL

58 YEARS

## SECRETARIAL TRAINING

Expert Instruction—Registration Now Open  
Ballard School Graduates Always in Demand

## CENTRAL BRANCH YWCA

Lexington Avenue at 53 Street, New York City

## Moon's School

Private Secretarial and Finishing Courses.  
Special Summer Courses. Coaching in Stenography.  
Secretarial Duties, Accounts and Banking.  
521 Fifth Ave. (at 43rd St.) New York. VAn. 3-3896

If you are seeking for The Best School  
for your child, your search will be simplified . . . your requirements satisfied  
by the use of these advertisements.

## EXCEPTIONAL CHILDREN

## BANCROFT SCHOOL

PROGRESS FOR THE RETARDED CHILD

INSTRUCTION, medical care and companionship combined  
in a constructive program. Resident physician. Summer  
camp in Maine. Box 343, Haddonfield, New Jersey.

## THE WOODS' SCHOOL

For Exceptional Children Three Separate Schools  
GIRLS BOYS LITTLE FOLKS  
Camp with Tutoring. Booklet.  
Box 169, Langhorne, (near Philadelphia) Pa.  
Mrs. Mellics Woods Hare, Principal

## The Mary E. Pogue Sanitarium and School

Wheaton, Illinois Founded 1903

For children and young people needing individual instruction.  
Special training. Medical supervision. Trained nurses. College  
trained faculty. Home atmosphere. 25-acre estate. Gratifying  
results. Many students have continued work in needham schools.

TAKE OUT  
EYESORE  
INSURANCE

## 2 YEARS' PROTECTION NEED COST YOU ONLY \$8

You insure yourself against fire, burglary, collision and what not . . . but how about your clothes? When a small premium of eight dollars can insure you against unbecoming eyesores and assure you of a new degree of charm for two whole years, can you afford to pass it up?

Most of us need a guide through the mazes of fashion's complicated highways. Particularly these days, when individuality is the keynote of the mode. For individuality spells success to the smart and disaster to the dowdy. Success can be assured and dowdiness defeated, if you choose all your clothes, and all your accessories, by the sensible, ever-smart standards of Vogue.

Don't just glance through this issue . . . read it carefully, use it to the limit of its helpfulness. See how many ideas it gives you for planning and picking your clothes. See how it tells you all you need to know—whether you buy your clothes in exclusive shops or produce them smartly through the fingers of some trusted seamstress.

Vogue, of course, is essentially a fashion magazine. But it is so much more than that! It is the trusted guide that leads us all to more gracious living, a shield between ourselves and the costly blunders we all stumble into. Use the coupon, why don't you? The eight dollars you send with it will bring you a great deal more than 48 issues of Vogue.

## 2 YEARS • 48 ISSUES OF VOGUE • \$8

## THE CONDÉ NAST PUBLICATIONS, INC.

Graybar Bldg., New York

☐ Enclosed find \$8.00 for TWO YEARS (48 issues) of Vogue

☐ Enclosed find \$6.00 for ONE YEAR (24 issues) of Vogue

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ VM-6-15-31



# • VOGUE TRAVEL DIRECTORY •

## CALIFORNIA

### Hollywood

**Hollywood Plaza.** The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

### La Jolla

**Casa de Mañana.** Distinctive, modern, excellent cuisine, steam heat. Golf. Beach Club, all sports. Hour from Agua Caliente. Booklet.

### Long Beach

**Hotel Virginia.** One of California's finest hotels. Spacious lawns. Overlooking Pacific Ocean. All recreations. American Plan. Unexcelled Cuisine. Golf.

### Los Angeles

**Alexandria Hotel.** Internationally famous. Splendid downtown location. Single with bath, \$3 to \$8; double with bath, \$4 to \$10. Special weekly rates, etc.

### Pasadena

**Constance Hotel & Apartments.** A new fireproof European Plan Hotel of distinction. Conveniently located. Reasonable rates.

**Vista del Arroyo Hotel and Bungalows.** In the beautiful westerly residential section. On brink of Arroyo (canyon). 400 rooms. Open all year.

### Santa Barbara

**El Encanto Hotel.** California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf, Riding.

**Miramar Hotel and Bungalows.** Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding. Country Clubs. Exclusive residential section.

### Yosemite National Park

**The Ahwahnee.** No California visit is complete without Yosemite—and the aristocratic Ahwahnee. All year. American Plan. \$10.00 to \$16.00.

## COLORADO

### Brook Forest

**Brook Forest Inn.** A Swiss Chalet in the Rockies, open April to November. Altitude 8000 ft. Riding horses. Edwin F. Welz, Owner.

### Parshall

**Buckhorn Lodge.** Ranch. Mountains, trout fishing, hunting, horses, guide, sports, camp fire, own dairy, garden, excellent cuisine, thoroughly modern. Booklet.

## CONNECTICUT

### Greenwich

**Pickwick Arms Hotel.** A residential & transient hotel of charm and refinement, 23 miles from New York. Golf. Booklet. Ownership management.

### Old Lyme

**Boxwood Manor.** Summer among the birds and flowers, modern inn. Lovely gardens, marvellous food. Bathing lodge on ocean.

### Waterford

**Oswegatchie Inn.** Select family resort near New London, combining seashore and country. Water sports, tennis, golf. E. W. Manwaring, Mgr. Owner.

## DISTRICT OF COLUMBIA

### Washington

**Wardman Park Hotel.** "Social Center of the Nation's Capital." 800 outside rooms. Tennis, swimming, riding, golf, dancing. Rates \$5, s., \$3, d.

## INDIANA

### French Lick

**French Lick Springs Hotel.** World famous Spa. Home of Pluto. Golf, tennis, horseback. All year Climate ideal in the Cumberland foothills. Amer. Plan.

## MAINE

### Bar Harbor

**Malvern Hotel.** A distinctive home, catering to a refined clientele. Thoroughly modern. Excellent cuisine. Ideal location with all resort sports.

### Bay View

**Bay View House.** Wonderful environment of woods and seashore. Golf, tennis, bathing, riding, dancing. Orchestra. Gentile clientele. Fine cuisine. Booklet.

### Bethel

**Bethel Inn.** Noted for its individuality. Unusual for rest and recreation. Reasonable rates. Nine-hole golf course on our own grounds. Booklet.

### Camden

**Whitehall Inn.** Old New England with attractive modern appointments. June 1 until late September. Ocean, mountains, lakes. Every outdoor sport.

### Gerard

**Spencer Lake Camps.** The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, hennery. Excellent fishing. Bklt.

### Loon Lake

**Yorks.** Non-housekeeping summer homes for discriminating families. Outstanding dining room supplied from farm. Rustic modernization. All sports.

### Moosehead Lake

**Squaw Mountain Inn.** "Vacation Paradise." No hay fever. Golf, all sports. Refined, homelike. Excellent cuisine. \$6 to \$10 day. Phil Sheridan, Manager.

### Pleasant Island

**Pleasant Island Hotel & Camps.** Beautiful location. Individual cabins. Farm products in abundance. Golf, Tennis. All sports. Booklet. W. U. Toothaker.

### Poland

**Poland Spring House.** Maine's foremost resort, open June to Oct. Mansion House always open. Excellent 18-hole golf. Home of famous Poland Water.

### Portland

**Lafayette Hotel.** A delightful tourist hotel where friends meet friends en route, and enjoy excellent service at fair rates. European Plan.

## MAINE (Continued)

### Prout's Neck

**The Willows.** Enjoys patronage of a most exclusive clientele. Comfort and good food especially featured. Golf. Ocean bathing. Ownership management.

### Rangeley

**Rangeley Lake Hotel & Cottages.** 150 rooms. A place of distinction for the discriminating. Fine fishing and golf. No hay fever. A Christian House.

### York Harbor

**Marshall House.** Also the Emerson and Cottages. Fire sprinklers throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

## MASSACHUSETTS

### Beach Bluff

**Hotel Preston.** 12 miles from Boston . . . the North Shore's ocean front hotel with private beach. Exclusive clientele. Booklet. Wm. M. Kimball.

### The Berkshires

**Visit The Berkshires.** One of the most beautiful resorts in New England. For particulars write The Berkshire Hills Conference, Pittsfield, Mass.

### The Berkshires—Greenfield

**The Weldon.** (Fireproof) "The Beautiful Home Hotel." All year. 225 rms. Excellent table. Refined atmosphere. Concert music. Golf. Reasonable rates. Bklt.

### The Berkshires—Pittsfield

**Hotel Wendell.** Accommodating 650 guests. The only fireproof hotel in the Berkshires. A la Carte, Table d'hôte, and Cafeteria. N. A. Campbell, Mgr.

### Boston

**The Lenox.** Brunswick and Bradford. Three famous Boston hotels under L. C. Prior Management—9 dining rooms. Garage service. Room tariff \$3.-\$5.

**Hotel Puritan.** On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

**Hotel Somerset.** Commonwealth Ave. Superbly located, seven minutes from business, theatre and shopping centers. Rooms with bath \$3.50 up.

### Boston—Brookline

**Hotel Beaconsfield.** Catering to a clientele accustomed to all that is best. Convenient to downtown Boston. Rooms \$3.50 up. Garage.

### Cape Cod—Chatham

**Chatham Bars Inn.** And 20 non-housekeeping cottages. Overlooking the ocean. An outstanding example of the new type of hotel on Cape Cod.

### Cape Cod—Cotuit

**The Pines.** A small hotel with cottages. Private bathing beach. Especially adapted for families with children. Vegetables from own garden. Golf. Boating.

### Cape Cod—Falmouth

**The Cape Coder.** Write for particulars of the largest hotel on Cape Cod. Every summer recreation. American plan rates from \$28. per week.

### Cape Cod—Falmouth Heights

**Terrace Gables and Cottages.** Overlooking the ocean. Famed for its sea food and land delicacies. Golf. Warm bathing. All shore and water sports.

### Cape Cod—Osterville

**East Bay Lodge.** In most beautiful section of Cape Cod. Every room has running water or bath. Golf, tennis, bathing, boating, fishing, good roads.

### Concord

**Colonial Inn.** A quiet, restful, comfortable Inn in a historical and literary section of New England. Catering to particular people. Noted cuisine.

### Gloucester

**Hotel Thorwald.** Overlooking the Atlantic Ocean. Cool and restful. All summer sports. American Plan. Elevator. Open June 15 to Sept. 15.

### Nantucket Island

**Ocean House.** 30 miles at sea. Two 18-hole golf courses. Bathing, boating, fishing, horseback riding, dancing. Ownership management. Frank Worth.

### Plymouth

**The Pilgrim & Cottages.** Ocean front location, excellent golf, bathing, sports. Near Plymouth Rock and historical points. 120 luxurious rooms. Bklt.

## MISSOURI

### St. Louis

**The New Jefferson.** "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

## MONTANA

### Augusta

**Allan Ranch.** Beyond all roads. Modern dude ranch. Warm plunge. Pack trips. Riding, swimming, fishing, hunting, motor boating. Bklt. Ralph Allan, owner.

## NEW HAMPSHIRE

### Hanover

**The Hanover Inn.** At Dartmouth College. 100 rooms, 60 baths, elevator. Highest type hotel service. State roads. All outdoor sports and good living.

### Lake Sunapee

**Soo-Nipi Park Lodge and Cottages.** 9-hole golf course in own park. 18-hole Championship course close by. Good fishing. All sports. No hay fever. Booklet.

### Portsmouth

**Wentworth-by-the-sea.** 57th season. Famous swimming pool. Golf, Tennis. Symphony and dance orchestras. June to September.

### Rye Beach

**Farragut and Stoneleigh Manor.** Modern, fireproof, superb location combining country & seashore. Unsurpassed facilities for sport & recreation. Amer. Plan.

### Shirley Hill

**Shirley Hill House.** A comfortable house with a comfortable rate. Superb location for families with children. Two golf courses nearby.

## NEW HAMPSHIRE (Continued)

### White Mountains—Bretton Woods

**The Mount Washington.** Open July to October. The Mount Pleasant, open June to late September. Two golf courses. C. J. Root, Manager.

### White Mountains—Crawford Notch

**Crawford House.** Distinctive Mountain resort. Golf, tennis, swimming, mountain climbing, saddle horses. Orchestra of Boston Symphony players.

### White Mountains—Dixville Notch

**The Balsams.** America's Switzerland. June 15—Oct. 1st. 18-hole golf course, tennis, swimming, fishing, horses, burros. Hay fever unknown. Fireproof.

### White Mountains—Jackson

**Gray's Inn.** One of the best family hotels in the White Mountains with select clientele. No hay fever. Open June to October 14. All sports.

### White Mountains—Maplewood

**Maplewood Club.** June to Oct. 18-hole golf, swimming pool, white sand beach, new automatic sprinkler system. Booking office, 425-5th Ave., N. Y.

### White Mountains—North Woodstock

**Hotel Alpine.** Delightfully situated. Golf, tennis, and other recreational features on hotel grounds. Orchestra. Elevator. 200 guests. Open until Oct. 14.

### White Mountains—Sugar Hill

**Sunset Hill House.** Location unexcelled. All prominent White Mt. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

### White Mountains—Whitefield

**Mountain View House.** The sport facilities of a country club. The appointments of a home. The cuisine and service of a high grade hotel.

## NEW JERSEY

### Spring Lake Beach

**The Essex & Sussex.** The summer home of discriminating patrons for fifty years. On the ocean front. Thoroughly modern appointments for 400 guests.

**The Monmouth.** Directly facing the Sea. Season late June to mid-September. Bathing, golf, tennis, horseback, concerts. Joseph E. Smith, Manager.

## NEW MEXICO

### Santa Fé

**The Bishop's Lodge.** Finest mountain resort. Horses, golf, outdoor sports, cliff dwellings. Indian Pueblos. Dry healthful climate. Homelike atmosphere.

## NEW YORK

### Adirondacks—Essex

**Crater Club.** Lake Champlain. Modern cottages, no housekeeping cares. Exclusive clientele. Moderate rates. References required. Send for circular.

### Adirondacks—Lake Placid

**Whiteface Inn.** Open June 15th to October 1st. Also winter hotel: Princess Isseena at Daytona Beach, Florida. Write for booklet. Henry W. Haynes, Prop.

### Adirondacks—Old Forge

**The Mohawk and Cottages.** A modern Adirondack hotel offering golf, riding and a wide range of sports and amusements.

### Glens Falls

**The Queensbury.** Attractive new modern, fireproof hotel. 207 rooms. European Plan. Halfway between New York and Montreal. An ideal place.

### Long Island—Ballport

**Wyandotte Hotel.** Directly on the Bay. One of Long Island's foremost and comfortable hotels. New inlet offers fine fishing. Complete recreation.

### Long Island—Sayville

**Hotel Cedarshore.** On the Great South Bay. Long Island's preeminent resort for a discriminating clientele. Private beach, all sports, orchestra, movies.

### Long Island—Southampton

**Seven Ponds Inn.** Also Hampton Inn at Westhampton Beach. Same ownership and direction. Golf, ocean bathing, riding, garage. European & American.

### New York City

**The Parkside.** Eighteen Gramercy Park, South. A residence hotel for men and women. Overlooking the Park. Moderate rates. Write for folder.

**The Roosevelt.** Madison Ave. & 45th St. Fifth Avenue shops one block away. The theatres two or three. In the very center of things—yet fashionably quiet.

### Watkins Glen

**Glen Springs.** High above magnificent Finger Lakes. World famous Nauheim Baths, radio-active waters. Splendid cuisine. Golf. Wm. Leffingwell, Pres.

## NORTH CAROLINA

### Asheville

**Grove Park Inn.** American Plan. Absolutely fireproof. Open all year. Finest resort hotel in the world. Golf, tennis, dancing, riding, fishing, etc.

## PENNSYLVANIA

### Eagles Mere

**The Crestmont Inn.** Twenty-seven holes, superb golf. Eight tennis courts. Ideal boating and bathing. Write for Booklet. Wm. Woods, Proprietor.

### Philadelphia

**The Bellevue-Stratford.** The centre of Philadelphia's social life. Famous the world over for comfort, courtesy and cuisine. Rates as low as \$4. a day.

**The Benjamin Franklin.** 1200 large airy rooms, with bath. Convenient to business district. 3 restaurants. Reasonable rates. H. L. Wiggins, Mng. Dir.

### Wernersville

**Galen Hall Hotel & Cottages.** Private eighteen-hole golf course. Season from late April to early November. J. L. Nelson, Managing Director.

## TEXAS

### El Paso

**Paso del Norte.** El Paso's largest—and decidedly El Paso's best. All-year golf and other sports. Five minutes from enchanting Juarez, Mexico.

## VERMONT

**Official vacation book.** Green Mts., Lake Champlain, Connecticut Valley. Summer Homes. Listing if requested. Secy. of State, Dept. N., Montpelier, Vt.

### Averill Lakes—Averill

**Quimby's Cold Spring Club.** 37th season. Trout and salmon fishing. A place of distinction for particular sportsmen and their families.

### Lake Morey—Fairlee

**Bonnie Oaks Inn & Cozy Bungalows.** All with fireplace, bath. Tempting food. Lake, mountains, horses, golf. May 30—October 15. Booklet. E. H. Page, Prop.

**Lake Morey Club.** Overlooking lake and mountains. 18-hole golf course. Tennis. Kentucky saddle horses. Near Dartmouth College. Modern. Selected clientele.

### Manchester-in-the-Mountains

**Equinox House.** All concrete roads New York to Manchester. Golf, Equinox Links Club, saddle horses, fine fishing. Season June 20 to November.

### Woodstock

**Woodstock Inn.** Among the Green Mts. Central location to tour Vt. Good roads in all directions. Attractive. Modern appointments. 18-hole golf course.

## VIRGINIA

### Old Point Comfort

**New Chamberlin.** Excellent cuisine. 300 rooms with bath. Indoor saltwater pool, solarium, water sports, golf, dancing. European or American Plan.

## WEST VIRGINIA

### White Sulphur Springs

**The Greenbrier and Cottages.** America's premier all-year resort. Greatly enlarged—350 additional rooms. 3 golf courses. World-famous waters—baths.

## WISCONSIN

### Kilbourn

**Hotel Crandall.** At "The Dells". Convenient to all scenic points. Every room with bath. American Plan. \$5.50 up per person.

## WYOMING

### Dayton

**IXL Ranch.** In the Big Horns. Cabins with hot and cold water, toilet and bath. Riding, fishing, hunting, swimming, camping. Illustrated booklet.

### Encampment

**A-Bar-A Ranch.** Most delightfully situated, comfortably appointed Ranch in the West. All sports. Informal. Excellent cuisine. References.

## ENGLAND

**Great Western & Southern Railways of England.** Serving the South and West of England. Wales, Ireland, and the Continent. 500 5th Ave., N.Y. City.

**London & North Eastern Railway.** Serving the eastern side of Britain. Route of the Flying Scotsman. 11 W. 42 St., New York City.

## GERMANY

**Germany.** "Going to Europe" means going to Germany. German Tourist Information Office, 665 Fifth Avenue, New York City.

## MEXICO

### Mexico City

**Hotel Regis.** Central location. Caters especially to Americans. Rooms with private bath \$3 to \$15. Special weekly and monthly rates.

## A CONVENIENCE TO TRAVELERS

Hotels have a fascinating and helpful literature all their own, which they are glad to send you upon request. (We will appreciate your mentioning Vogue in writing them.) But, if more convenient, check the advertisers on this page from whom you want information and we will see that you get it. No obligation, of course.

Address: Vogue Travel Advertising Department, 1928 Graybar Building, Lexington at 43rd, New York City.



# HAWAII

## KAUAI

...paints the days  
in rainbows of fun,  
perfumes them with  
a million flowers.

## OAHU

...as the others...spark-  
les with flashing sport,  
light as the crest of the  
lazy surf.

## MAUI

...in every isle... a  
brand of rest as soft as  
a tropic breeze, as  
deep as the satin nights.

## HAWAII

Joyous days in a setting  
where centuries ago  
the pagan made "care"  
and "must" taboo.

## PLAY IN THE MAGIC OF THESE PACIFIC ISLES

—LESS THAN 5 DAYS FROM  
YOUR OWN PACIFIC COAST

Sail the sea of high adventure. Let new friends freshen a new world; new colors bring you new eyes. Let high fun throb a heart that will grow younger each day.

They're real. These islands with their Barking Sands, moon rainbows, Spouting Horn, night-blooming flowers, fish that fly, flowering trees, golden moons that hang like lanterns from black-etched palms, beaches where water is warmer than air every day in the year. Where eating is a gay adventure and resting a royal sport.

Cost? Use this as an estimate: From the Pacific Coast, all-inclusive, all-expense tours can be enjoyed for less than \$350 — some even less than \$300 — with good accommodations afloat and ashore.

# H A W A I I T O U R I S T B U R E A U

Of Honolulu, Hawaii, U. S. A.

229-E BUSH STREET, SAN FRANCISCO or 1155-E SO. BROADWAY, LOS ANGELES

**MAYSON LINE from SAN FRANCISCO**  
215 Market St., San Francisco  
723 W. Seventh St., Los Angeles  
535 Fifth Avenue, New York

814 Second Avenue, Seattle  
140 So. Dearborn St., Chicago  
271 Pine Street, Portland, Ore.

**LASSCO LINE from LOS ANGELES**  
730 So. Broadway, Los Angeles  
685 Market St., San Francisco  
401 So. Dearborn St., Chicago

213 East Broadway, San Diego  
535 Fifth Avenue, New York  
412 Thomas Building, Dallas

ANY TRAVEL AGENT WILL GIVE YOU FULL PARTICULARS





## THE CRUISE TRIUMPHANT to . . .

MADEIRA  
GIBRALTAR  
ALGIERS  
MONTE CARLO  
NAPLES  
ATHENS  
JERUSALEM  
BETHLEHEM  
CAIRO  
BOMBAY  
DELHI  
COLOMBO  
PADANG  
BATAVIA

# The CRUISE TRIUMPHANT!

● NEVER BEFORE such a record ship as the Empress of Britain on a round-the-world cruise . . . a 5-day-to-Europe, 42,500-gross-ton, Class AA liner. She sets a new standard in modern travel. She makes an entirely new delight of cruising. Her progress through the ports of the world will be a port-to-port gala, a perpetual festivity. To arrive on the Empress of Britain will be to receive the accolade of the travel world, and the admiration of the whole harbor.

● NEVER BEFORE such private-house luxury for round-the-world passengers. To size and speed, the Empress adds more space per individual passenger than any other ship afloat. You live in your private apartment, with sun and air, controllable heat and ventilation, smart town-house furniture and decorations, electric conveniences. Whether you choose a single perfectly-appointed apartment with bath, or a 5-room royal suite, you will live and be served smartly in all.

● NEVER BEFORE such a happy combination of country club and social-season-in-town amusements. For day, an entire Sports Deck with full-size tennis court, a squash-racquets court, a racing swimming pool. For night, an entire Lounge Deck . . . ball-room, stage, screen, and a smart lounge-bar . . . you dance your way from port to port. See the deck plans; study the itinerary. Your own agent, or Canadian Pacific. Fares from \$2,000; apartments with bath, from \$3,950.

● Canadian Pacific offices: New York, Boston, Philadelphia, Buffalo, Cleveland, Cincinnati, Detroit, Chicago, Los Angeles, San Francisco, Montreal, Toronto, 24 other cities in U. S. and Canada

Listen in: Canadian Pacific Musical Crusaders . . . Wednesday, 8:30 p.m. E. D. S. T. WJZ and associated NBC Stations

**CANADIAN PACIFIC . . . WORLD'S GREATEST TRAVEL SYSTEM**

# Empress<sup>OF</sup> Britain

## WORLD CRUISE

DECEMBER 3RD FROM NEW YORK

SINGAPORE  
BANGKOK  
MANILA  
HONG KONG  
SHANGHAI  
PEIPING  
GREAT WALL  
KOBE  
KYOTO  
YOKOHAMA  
TOKYO  
HONOLULU

and 55 other world high-spots







THE PRESTIGE of the famous winter season at Monte-Carlo does not interfere with the success of the summer season at Monte-Carlo Beach.

During the day, golden hours in the sun are in store for you with plenty of sports and bathing in the swimming-pool.

At night, you will enjoy the smart gatherings among dazzling lights and exquisitely dressed women and the spell of Venetian fêtes on the moonlit terraces of Monte-Carlo.

**MONTE-CARLO BEACH HOTEL**  
on the sea-front

(Each suite owns a balcony for sun-bathing)

For all information apply to the Société des Bains de Mer, Service C. W., Monte-Carlo.

# MONTE CARLO BEACH





## FRANCONIA WORLD CRUISE

Again pioneering out to glamorous byways... a masterhand itinerary... including, without extra cost, Athens and the Holy Land... Bali... Macassar... Saigon! And, of course, all the usual highlights of such a voyage... at their most alluring seasons... Japan in Cherry Blossom Time... India in weather like our springtime.

Greatly reduced rates... \$1750 up. 33 Ports... 140 Days of glorious, vivid contrasts... A world-famous ship, built for world cruising, enabling comfortable docking arrangements at the majority of the ports. Eastward from New York, January 9th next.

Literature from your Local Agent or

**CUNARD LINE**

OR

**THOS. COOK & SON**

1931



FIESTA YEAR



A colorful bay along the Pacific

## Vacations to your order!

Name what you want in summer play  
... it's here *beside the Cool Pacific*

**T**HIS YEAR, let there be no perplexing choice between one particular kind of vacation pleasure or another.

Come to Southern California and enjoy them *all*... in this cool summer playground centered by Los Angeles, where you'll sleep under blankets in August, and where there'll be no rain or humid, "sticky" days to spoil a moment's delight.

Come and bask on broad, sandy beaches... plunge into zestful Pacific breakers... sail smooth waters to nearby pleasure-isles rising out of the blue. For contrast, climb mile-high mountains... explore crystal lakes above the clouds. Find peace in quiet pine-shadowed canyons. Or gayety in brilliant cosmopolitan resorts. Hear lovely "Symphonies under the Stars" Every kind of sport is here of course... golf, swimming, sailing, fishing, tennis, polo, riding and all the rest... in settings that bring out their keenest thrills.

The flavor of a foreign land is wrought by palms, orange groves, luxuriant gardens... by nearby Old Mexico, ancient Spanish Missions and Fiestas somewhere every week during 1931. In contrast again, Hollywood, most modern of cities, will entertain you with its gay night clubs, unique first-nights, famous shops and cafes. Next door are Los Angeles, Santa Monica, Beverly Hills, Long Beach, Pasadena... storied cities and resorts that make each day a new experience and a new delight.

By train from New York, even a 2-weeks vacation gives you 10 days actually here. Eleven or 12 days from most points in the country.

### New Free Vacation Book

To help you plan, we've prepared an unusual Illustrated Itinerary for a Southern California summer vacation, outlining day by day, the things you'll want to see and do. Includes dozens of interesting gravure photographs of Southern California scenes, map, and itemized figures on daily costs of hotels, meals, sightseeing, etc., while here. Send the coupon now for your free copy.

## SOUTHERN CALIFORNIA

All-Year Club of Southern California, Ltd., Div. 6-M, 1151 So. Broadway, Los Angeles, Calif.

(Check if desired). ☐ Send free illustrated 2-weeks Sight-seeing Itinerary (with costs while in Southern California).

(Check if desired). ☐ 4 cents in stamps enclosed. Send "Southern California through the Camera." Also send free booklets about the counties I have checked.

☐ Los Angeles ☐ Riverside ☐ Santa Barbara  
☐ Los Angeles Sports ☐ San Bernardino ☐ Ventura  
☐ Orange ☐ San Diego

Name \_\_\_\_\_ (Please Print Your Name and Address)

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Hollywood... night life



Every sport



Broad, sandy beaches



Mountain grandeur

### FREE BOOK

If you wish another beautiful Southern California book—containing more than 80 large gravure photographs, send 4 cents to cover mailing cost.

## France



### Trace Napoleon to Fontainebleau, and follow Josephine to Malmaison

France awaits you, from Paris the iridescent to the tiniest village of enchanting beauty ▼ This year Paris is "a-world-in-one" with its Colonial Overseas Exposition, a miniature drama of empire building stretched along the Seine... see the Royal Cambodian ballet... hear the tiger roar in his native jungle... a Mehariste on his tall white camel... see the march of the Gods, ceremonials old in magic a thousand years ago ▼ Blois, and down the long hallways you can almost see grim Catherine de Medici and Anne of Brittany... little Jeanne d'Arc meeting her king at Chinon... you go back and back where history itself grows dim at Carnac... Rennes and Duguesclin stalking the streets at midnight ▼ Provence, the land of the Troubadours... old Nîmes with its impressive Roman Arena... Arles, built in the time of Julius Caesar ▼ The snow-crowned Pyrenees with its picturesque Basque country... the peaceful and cool resorts of the Vosges... the royal gaieties of Le Touquet ▼ Marseilles with all North Africa a-jostle in its streets... the whole Riviera, sleek and laughing in the sun... Chamonix and look up to Mont Blanc... Strasbourg and the rose and purple Gothic of its Cathedral.

Information and literature on request

### RAILWAYS OF FRANCE

General Representatives

International Wagons-Lits, 701 Fifth Avenue, New York, or any tourist agency





**DON'T YOU  
HATE TO  
Cross Streets?**

Yes, we have no streets to cross! From the trainside at the Grand Central you beckon a porter. He leads you through a special underground passage. And you emerge, mole-like, right in the lobby of this convenient hostelry of ours! As a matter of strictest fact, we'll even send one of our very own porters to meet you at the train if you will but warn us ahead of time . . . If you're used to the average, garden variety of hotel, you'll be surprised at the various little ways we've discovered of being helpful to New York visitors. May we expect you?

**The ROOSEVELT**  
Madison Avenue at 45th Street, New York  
Edward Clinton Fogg—Managing Director


**HOTELS OF DISTINCTION**

  
**The SAVOY-PLAZA**  
Newer associate of The Plaza. Faces Central Park and offers the same excellence of hospitality and cuisine that distinguishes The Plaza.  
**HENRY A. ROST**  
President



  
**The PLAZA**  
Ideally located on Fifth Avenue, at Central Park. The Plaza offers the highest standards of hospitality and cuisine. Near business, transportation, theatres, shops, yet away from the noise of the city.  
**FRED STERRY**  
President  
**JOHN D. OWEN**  
Manager



  
**The COPLEY-PLAZA**  
Recognized as one of the finest hotels in the world, richly furnished, modern in every respect . . . . . located in historic Copley Square, probably the most accessible and attractive spot in Boston.  
**ARTHUR L. RACE**  
Managing Director



**BRITAIN'S NEW CHALLENGE FOR SUPREMACY IN THE HOTEL WORLD.**

Situated in the centre of Park Lane, commanding a delightful outlook on Hyde Park, the Dorchester Hotel has been designed and built to be a triumph of comfort and hospitality.

**THE LAST WORD IN CONSTRUCTION, DESIGN, ELEGANCE AND COMFORT.**

**FEATURES.** Magnificent Ballroom accommodating 1,200. Restaurant, Grillroom, Garage under the hotel, Beautiful Roof-Gardens, Ladies Turkish and Medical Baths, Beauty Parlours, Slimming Rooms and Gymnasium. (Open to Non-Residents). There is a private bathroom to every bedroom and Central Heating throughout.

**The Dorchester has its own stable of horses, and grooms. Guests may step from the Hotel, across the road, and enjoy the riding in Hyde Park.**

**THE DORCHESTER DANCE BAND**  
(Under the Direction of Meville Gideon)

**THE DORCHESTER ORCHESTRA** (Under the Direction of Campoli)

**The Dorchester**  
**PARK LANE, LONDON, W.**  
Telephone: Mayfair 8888    Telegrams: Dorchetel, Audley, London  
Managing Director: Francis Towle

**BEAUTY**

must have a background  
—the background of  
Perfect Health



**IT IS UNQUESTIONABLY TRUE**

that no one habit of daily life contributes in so large a measure to Perfect Health as the drinking of an abundance of *Pure Water*. Frequently men, pre-occupied with work at their desks, neglect to drink water except at meals. Many women, too, make a point of not drinking much water, as a result, through Dehydration, their health is injured and their beauty impaired. Poland Water—famous the world-over as the foremost natural mineral water—has been endorsed by members of the Medical Profession for over 60 years as a health-maintaining factor.

What more rational than to drink an abundance of Pure Water each and every day? Evidence of improved health is immediately seen in the fresher color and tone of the complexion—in the brightening of the eyes—in the "stance" of the body—in a word, the "glow of health."

**BEAUTY** has come into its own.

And if an abundance of pure water will accomplish this, why not drink one of the Best of Pure Waters—

**POLAND WATER**

Order a case or carton from your grocer or druggist today.

Poland Spring, Maine—the famous American Spa—is an ideal resort for rest and recreation during the summer months, affording opportunity for the drinking of a sufficiency of Poland Water.

Interesting literature free on request.

**POLAND SPRING COMPANY**  
680 Fifth Avenue    New York





*The very newest bathing suits have a Talon Slide Fastener at the back of the jersey. Beach pajamas are cotton mesh and Talon-fastened at the side. And the polo shirt shown is of cotton mesh and Talon-fastened, too—at the front.*  
Saks-Fifth Avenue  
New York

HOOKLESS FASTENER CO.  
MEADVILLE, PENNSYLVANIA  
NEW YORK • BOSTON  
CHICAGO • PHILADELPHIA  
LOS ANGELES • SEATTLE  
SAN FRANCISCO

**TALON**  
REG. U.S. PAT. OFF.

THE SLIDE FASTENER  
THAT ALWAYS WORKS



Oh, what are  
the Style Waves  
saying?

**A**HOY! Up from a scintillating season at Palm Beach, where they bedazzled \$75,000-a-year beach combers, come these gay beach togs to brighten your Summer days—and lengthen them! For all these smart new things are Talon-fastened—which means that you can slip them on and off in a hurry!

For Talon Slide Fasteners open with one gentle pull—and close with the same ease. Dependable, too. Won't stick or jam. And you can rely on them not to rust—if you get the *genuine*. And that's easy! Just look for the name **TALON** on the pull tab.



# LIFE IS STILL A BEAUTY CONTEST



.... BUT THE RULES ARE NEW

GREATER than ever before are the tributes paid, today, to beauty... and greater than ever is your opportunity to become a beautiful woman. For the modern world pays homage to feminine beauty as an individual creation. Its high awards are won by her whose presence is a symphony of self-improvement... whose appearance displays the perfection and harmony of detail that can only be accomplished with the professional assistance of the beautician, the hair-dresser, the milliner, the modiste and the corsetiere.



THERE is a growing appreciation, among modern women, of the fact that the enjoyment of beauty is a matter of choice — not of chance... And that the basis of beauty is a figure from which all natural imperfections have been removed.

At the same time there has come an appreciation of the superiority of Charis. For no other foundation garment contains this exclusive, scientific design through which your figure acquires the perfect harmony of line and contour which is the foundation of all feminine beauty.

The manner in which Charis will transform your appearance is unique. Its adjustable features permit this garment to be adapted to your own particular needs. It will actually re-create your figure, reducing awkward over-development, filling undesirable hollows, achieving perfect symmetry from bust to thigh.

You will be comfortable in Charis—especially in summer. It corrects your figure without the stiffness of heavy boning—without warmth from heavy materials—without the pressure of elastic. And Charis may be laundered frequently without injury.

Be sure that you secure a genuine Charis—brought to you by an authorized Charis representative. She will come to your home — capable, courteous — whenever convenient. Just telephone the nearest Charis Establishment (listed under Charis) and ask for a Charis Representative. If none is listed please mail the coupon below.

You will find the newest thought on modern self-improvement in "The Seven Sources of Modern Beauty." This important booklet, edited with the assistance of international beauty authorities, is furnished free, upon request. In sending for your copy, please use the coupon below.

CHARIS CORPORATION, ALLENTOWN, PENNSYLVANIA



There are Charis models to suit the needs of both young and mature women and to correct various figure types.

# CHARIS

REG. U. S. PAT. OFF.

COPR. 1931, CHARIS CORPORATION

CHARIS CORPORATION (V-3) Allentown, Penna.

Please have your Authorized Representative arrange with me to examine Charis at my home. Also send your new Booklet, "The Seven Sources of Modern Beauty."

Name.....  
Address.....  
Town..... State.....



Charis prices are moderate, ranging from \$6.95 up to \$12.95



## THE SHOPS OF VOGUE IN PARIS

## BUYWAYS OF PARIS

## THE SHOPS OF VOGUE



**LEDA**  
PARIS

*Her leather coats  
Her rain coats*

59. FAUB. S<sup>t</sup> HONORÉ  
(entrance 29, Av. Marigny)  
5. RUE DROUOT  
LE TOUQUET - DEAUVILLE

**MARIA GUY**

MODES

8 PLACE VENDOME,

OANNES

PARIS

**FAIRYLAND**271 RUE S<sup>t</sup> HONORÉ PARIS  
VICHY - BUENOS-AIRES - HAVANA

LINGERIE TROUSSEAUX LAYETTES

COUTURIER FOR CHILDREN  
JUNIORS AND MISSESexclusively represented in NEW-YORK by  
**MARCELLE JULIEN INC.**, 22. East 55 th. Street


**ANGÈLE**

COUTURE  
SPORT  
LADIES-TAILOR  
51, RUE CAMBON  
PARIS

FORMERLY,  
11, BOUL<sup>g</sup>. MALESHERBES

**American Vogue  
in Europe**

Besides British Vogue and French Vogue, published in London and Paris, copies of the American edition of Vogue may be obtained in Europe at the following book-stalls:

MADRID: Sociedad General Española de Librería, 25 Calle de Ferraz.  
PARIS: Brentano et Cie, 37 avenue de l'Opéra; Librairie Gallimard, 224 rue de Rivoli.  
BERLIN: R. Netke, 1 Leipzigerplatz, Berlin W. 9.  
BRUSSELS: Salon des Modes de la Librairie Dechenne, Passage du Prince (Galerie Saint Hubert).  
VIENNA: Hermann Goldschmidt, Wollzeile 11.  
ROME: Tito Adriani, Via del Tritone.

PARIS stockings are alluring, but elusive—much given to runs. Happily, it's easy enough to send them out for *remaillage*; almost any little dyeing and cleaning shop will patch them up for a few cents and send them back as good as new. Whether your thrifty soul rebels or not, you'll have to invest in French stockings as soon as you arrive. You can't walk around in anything but those subtly different shades that you noticed immediately on the slim legs of smart women at the Ritz. Where to find them is the problem. With luck, you will strike one of the *bonneteries* that keep an up-to-date stock, right away; or you may wander among the little-known shops, very likely without success.

An easy way to get a good selection of the new colours is to call in one of the stocking agents who are sure to have a complete line. They bring you samples and return the next day with whatever you have selected. Order size "No. 1," if you wear 8½; "No. 2," if you wear 9; "No. 3," if you wear 9½ or 10. They are never out of your size or out of a colour you want, and they have an extraordinary gamut of the latest shades.

Sély Tecouciano, 15 rue Bérghère, has particularly good shades; Madame Dodin, 22 rue Saussier Leroy, is another good address. A "40 maille" (pronounced "my"), by the way, is a good average weight—not clumsy like the "36," and less perishable than "44." As a matter of fact, the "40 maille" is rather hard to find, but it is carried by Czysiakor, chez Madame Koyre, 122 Boulevard Murat, along with the other weights.

Madame Dormer, 38 rue Viala, makes white summer bags of that inexpensive, summery, silk-and-wool mixture that has the right look. They fasten with big prystal knobs, to match the colour of your other accessories or your dress. She has interesting shapes and materials for those antique-damask evening bags—the aristocratic-looking kind. (Continued on page 96)

## Furniture for Children



A charming maple four-poster bed, with dotted swiss spread and canopy. In children's sizes.

Send for Catalogue 23

**CHILDHOOD, INC.**  
FURNITURE FOR CHILDREN  
32 EAST 65TH STREET  
NEW YORK



The 1931 mode in a  
DRESSING TABLE!

Swinging arms at sides give access to hidden drawers for toilet accessories and to two shelves for shoes. A handsome chintz completes the effect and hides shelves and drawers. Finished to individual taste.

**The CLOSET Shop**  
MRS. GEORGE HERZOG  
780 MADISON AVENUE, NEW YORK  
RUHLANDER 4-9440

Now Try  
**PAUL'S**  
Permanent  
Wave!



Women of sophisticated taste have learned that a Permanent Wave by Paul is *le dernier cri* in hair adornment. Soft, natural, lasting . . . secured by an entirely new method that entails no discomfort. Let this famous beautician prove the superiority of his system.

Write for Paul's booklet on the home care of the skin by simple, effective massage treatments. Sent free with every jar of Creme Onctueuse, the famous skin food. \$1.00.

**Paul**  
OF  
FIFTH AVENUE

595 Fifth Avenue  
Entrance on East  
48th St.

Tel.: 5-4984  
Volunteer 5-4985



THE SHOPS OF VOGUE

**PERMANENT WAVES**  
FOR WHITE AND DIFFICULT HEADS

by **Charles Bock**

20 East 57th Street  
New York

PLaza 3-3237 PLaza 3-5610

**Children's French Frocks**



MODEL LA PATRIE—Size 10

Girls—2 to 12  
Boys—2 to 6

**Gibby Thall**  
IMPORTERS

18 East 57th Street  
New York City

**Vogue's Book Of Etiquette**

is written by people born and bred in the traditions of which they write. It tells not only the outward rules of behaviour but also the underlying reasons that prompt them. It catches in its 571 pages the spirit of graciousness that actuates every courteous act. Send for this book today. \$4.00, postpaid.

**The Condé Nast Publications, Inc.**

1928 Graybar Building,  
Lexington at 43rd,  
New York City

SOCIETY

BIRTHS

**NEW YORK**  
**Bush**—On May 6, to Mr. and Mrs. Prescott S. Bush (Dorothy Walker), a son.  
**Reed**—On April 26, to Mr. and Mrs. Joseph Verner Reed (Permelia Pryor), a son, Adrian Pryor Reed.  
**Van Alen**—On April 29, to Mr. and Mrs. James H. Van Alen (Eleanor Langley), a son.  
**BALTIMORE**  
**Stewart**—On May 5, to Mr. and Mrs. Latimer S. Stewart (Eleanor Clark Wesley), a son, Latimer S. Stewart, junior.  
**PHILADELPHIA**  
**Beard**—On April 27, to Mr. and Mrs. John Beard (Elizabeth Evans), a son, John Beard, junior.  
**Franklin**—On May 1, to Mr. and Mrs. Robert Leighton Franklin (Mabel Drew), a son.  
**Price**—On May 2, to Mr. and Mrs. Philip Price (Sarah Harrison), a daughter.  
**Taylor**—On April 28, to Mr. and Mrs. William Shipley Taylor (Margaret Watson), a daughter, Rebecca Beresford Taylor.  
**SAN FRANCISCO**  
**McCann**—On April 29, to Mr. and Mrs. John W. McCann (Audrey Player), a daughter.

DEATHS

**NEW YORK**  
**Carrington**—On May 4, William Theodore Carrington, husband of Margaret Huston Carrington.  
**de Forest**—On May 6, Robert Weeks de Forest, husband of Emily Johnston de Forest.  
**Eliot**—On May 3, Walter Graeme Eliot, husband of Maude Stoutenburgh Eliot.  
**Reid**—On April 29, Elizabeth Mills Reid, wife of the late Whitelaw Reid.  
**BOSTON**  
**Thorp**—On May 5, Joseph Gilbert Thorp, husband of Annie Allegra Longfellow Thorp.

ENGAGEMENTS

**NEW YORK**  
**Austin-Rogers**—Miss Flora Blair Austin, daughter of Mr. and Mrs. Albert Milton Austin, to Mr. Talbot Mercer Rogers, son of Mr. and Mrs. James Slocum Rogers.  
**Bissell-Stout**—Miss Helen Alsop Bissell, daughter of Mr. and Mrs. Pelham St. George Bissell, to Mr. Charles Hecker Stout, son of Mr. and Mrs. Charles Taber Stout.  
**Coe-Finlayson**—Miss Betty Coe, daughter of Mr. and Mrs. E. Holloway Coe, to Mr. D. Aylesbury Finlayson, junior, son of Mr. and Mrs. D. Aylesbury Finlayson, of Monticello, Florida.  
**de Acosta-Elliman**—Miss Natica de Acosta, daughter of Mrs. M. de Zaldo Acosta, to Mr. Trowbridge Elliman, son of Mr. Douglas L. Elliman and Mrs. Ernest G. Draper.  
**Palmer-MacGregor**—Miss Laura Creighton Palmer, daughter of Mr. and Mrs. Leigh Carlyle Palmer, to Mr. George Purnell MacGregor, son of Mr. Charles Stephen MacGregor.  
**BALTIMORE**  
**Livermore-Coulter**—Miss Grace D. Livermore, niece of Mrs. Livermore Wells, to Mr. Philemon B. Coulter, son of Mr. and Mrs. Carleton Coulter.

ENGAGEMENTS—Continued

**Sturgis-Harris**—Miss Josephine Lowell Sturgis, daughter of Mr. and Mrs. Edward Sturgis, to Mr. Albert Hall Harris, son of Mr. and Mrs. Edward Harris, of Rochester, New York.

WEDDINGS

**NEW YORK**  
**Ely-Strange**—On April 30, in the Fifth Avenue Presbyterian Church, Mr. Alfred Ely, son of the late Alfred Ely, and Miss Mary Danforth Strange, daughter of Mr. Albert B. Strange and Mrs. Henry Arthur Griffin.  
**Redfield-Masury**—On June 3, in Saint Bartholomew's Church, Mr. John Alden Redfield, son of Mr. and Mrs. Robert Latimer Redfield, and Miss Frances Crawford Masury, daughter of Mrs. Henry Fairman Ives.  
**Sizer-Loudon**—On May 29, Mr. Winston Sizer, son of Mrs. Robert R. Sizer, and Miss Barbara Fontaine Loudon, daughter of Mr. and Mrs. Frederic W. Loudon.  
**Williams-Cobb**—On May 28, Mr. Reginald A. F. Williams and Miss Beatrice Candler Cobb, daughter of Mr. and Mrs. Candler Cobb.  
**BOSTON**  
**Brownell-Bigelow**—On May 2, Mr. Morris R. Brownell, junior, son of Mr. and Mrs. Morris R. Brownell, of New York, and Miss Gladys Bigelow, daughter of Mr. and Mrs. Albert F. Bigelow.  
**Chickering-Rogers**—On May 23, Mr. Allen Lawrence Chickering, junior, son of Mr. and Mrs. Allen Lawrence Chickering, of Piedmont, California, and Miss Caroline Cranford Rogers, daughter of Mr. and Mrs. Howard Lewis Rogers.  
**Williams-Creighton**—On June 9, Mr. Roger Blake Williams, son of the late Ralph B. Williams and Mrs. Williams, and Miss Peggy Creighton, daughter of Mr. and Mrs. Albert M. Creighton.

**PHILADELPHIA**  
**Boyd-Wilson**—On June 3, Mr. Francis Thibault Boyd, son of Mr. John Taylor Boyd, of New York, and Miss Sydney Violet Wilson, daughter of Mr. and Mrs. Joseph R. Wilson.

**Colket-Dorrance**—On May 29, Mr. Tristram C. Colket and Miss Ethel M. Dorrance, daughter of the late Doctor John T. Dorrance and Mrs. Dorrance.

**SAINT LOUIS**  
**Hawes-Gardner**—On June 6, Mr. Robert N. Hawes, son of Mr. Richard S. Hawes, and Miss Janet Gardner, daughter of Mr. and Mrs. Frederick Dozier Gardner.

**SAN FRANCISCO**  
**McCormick-Tobin**—On April 25, Mr. Ernest Oliver McCormick, son of the late Ernest O. McCormick and Mrs. McCormick, and Miss Aileen Tobin, daughter of Mrs. Clement Tobin.

**Weed-Doyle**—On June 3, Mr. Oliver Marion Weed and Miss Dorothy Doyle, daughter of Mr. and Mrs. William A. Doyle.

**WASHINGTON**  
**Saltzman-Lamont**—On May 2, Mr. Charles Eskridge Saltzman, son of Major-General Charles McKinley Saltzman and Mrs. Saltzman, and Miss Gertrude Lamont, daughter of Mr. and Mrs. Robert Patterson Lamont.

THE SHOPS OF VOGUE



LINEN AND LEATHER

make a stunning oxford ■ the famous Shoecraft high arch and narrow heel ■ tan linen with brown calf ■ white linen with black patent ■ \$16.50

Unusual mail service

Send for folder V

**SHOE CRAFT**

fitting the narrow foot

sizes to 11 AAAAA to C

Salon: 714 Fifth Ave., N. Y.

MANUEL TRANSFORMATIONS



IN A MANUEL TRANSFORMATION YOU WILL FIND AN EXACT REPRODUCTION OF NATURE; COMFORT AND CHIC. MANUEL'S LONG EXPERIENCE IN THIS ART IS UNEQUALLED AND A VISIT TO OUR NEW SALON WILL BE CONVINCING.

**NEW YORK** 485 MADISON AVE.  
CORNER 52nd STREET 17th Floor  
**PARIS** 92 CHAMPS-ÉLYSÉES  
CORNER R. DE BERG 4th Floor  
HAIR GOODS EXCLUSIVELY

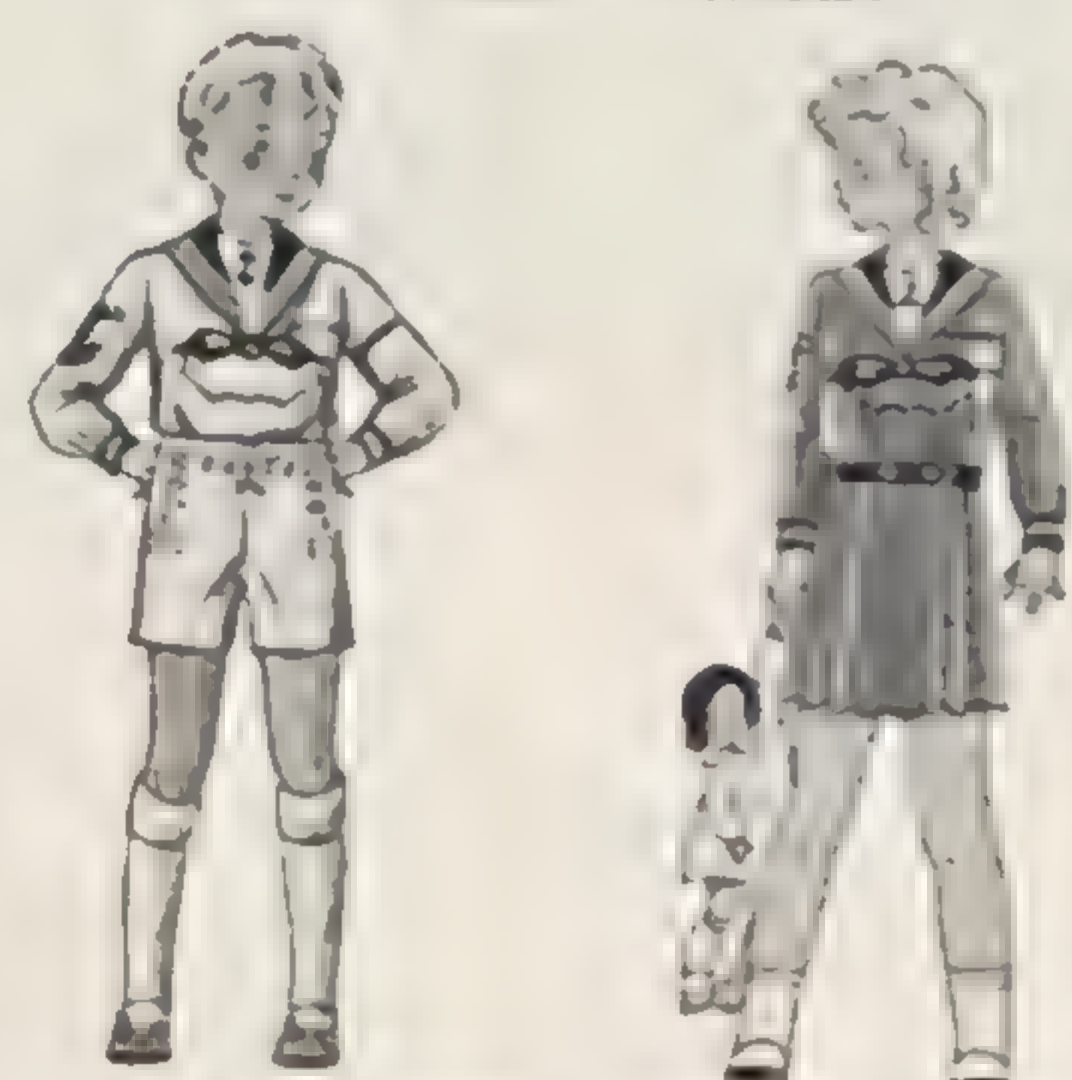
FROM AUSTRIA

An Austrian beaded bag for afternoon or evening use, \$85, and a cigarette case of unusually fine Austrian Petitpoint, \$60 . . . two of the season's smartest feminine accessories from a distinguished collection.

**BROCK AND COMPANY**  
LOS ANGELES



Peter Thomson SUITS and DRESSES



• Dress the Children Alike. Sailor Suits and Dresses of Linen or Cotton, in all colors. Hand tailored throughout. Sizes 3 to 6. Hand embroidered Eagle Chestrons and Star Collars and Cuffs of Red or Blue. Cool, lightweight, washable. Peter Thomsons are the smart things for your children to wear.

Send for descriptions and prices.  
714 Fifth Avenue New York  
1724 Chestnut St. Philadelphia  
Reg. U. S. Pat. Office  
Exclusive Representation Open in Several Large Cities.  
Inquiries Invited.



## SHOES BY SAKS-FIFTH AVENUE . . NEW YORK . . CHICAGO

*Henry Warman*

## Our Summer Sandal . . .

The light, cool feeling of its cut-out vamp . .  
 like a child's barefoot sandal . . the graceful  
 look of its Grecian lines . . cut low on the foot  
 . . and the importance of its colour variation  
 . . make this our favorite Summer Sandal . .  
 for day or evening.

## The Leonides

. . in flowered yellow  
 crepe, or in white, black  
 and white, beige or yellow  
 Poinciana Cloth.

15.50



V O G U E

Copyright, 1931, by The Condé Nast Publications, Inc.

SUMMER FASHIONS  
AND CHILDREN'S CLOTHES

Cover Design by Lepape

SUMMER FASHIONS

Highways and Buyways of Paris . . . . .	22
Vogue's-Eye View of the Mode . . . . .	27
Yachting Clothes . . . . .	32-33
Summer Accessories . . . . .	40-41
Seaside Chic . . . . .	44-45
Informality on Summer Evenings . . . . .	48-49
The New Hats . . . . .	50-51
Sharp Red and Soft White . . . . .	52
Paris Takes Up Crocheting . . . . .	53
The Sheer, White Woollen Dress . . . . .	54
Keeping Cool within the City Limits . . . . .	64-65
Active Sports on Limited Incomes . . . . .	66-67
Designs for Practical Dressmaking . . . . .	70-80
The Swimming Suit . . . . .	104

CHILDREN'S CLOTHES

Tips on the Shop Market . . . . .	36-39
Decorative Babies . . . . .	42-43
Half-Portions of Chic . . . . .	68-69

SOCIETY

Society . . . . .	23
Mrs. John T. Pratt, junior . . . . .	28
Miss Elizabeth Lee Saltonstall . . . . .	56

VARIETY

Manhattan Frappé . . . . .	29-31
Hollywood Goes Refined . . . . .	34-35
Eating Outdoors . . . . .	46-47
European Festivals and Exhibitions . . . . .	55
The Forcing System in Contract Bidding . . . . .	57
Seen on the Stage . . . . .	58-59
The Casino Club in Chicago . . . . .	60-61
Vogue Mixes a Salad . . . . .	62-63
On Her Dressing-Table . . . . .	74

ADVERTISING SECTIONS

Shoppers' and Buyers' Guide . . . . .	12
Schools . . . . .	13-15
Travel . . . . .	16-19
French Shops . . . . .	22
American Shops . . . . .	22-23

Vol. No. 77 No. 12                      Whole No. 1414



JUNE 15, 1931

THE CONDÉ NAST PUBLICATIONS, INC.  
Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/ Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn./Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Canada, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of Vogue—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czecho-Slovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxemburg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Roumania, Salvador, Spain, Sweden, Switzerland, and others.

THERE ARE THREE VOGUES  
AMERICAN, FRENCH, AND BRITISH  
Edna Woolman Chase, Editor-in-Chief

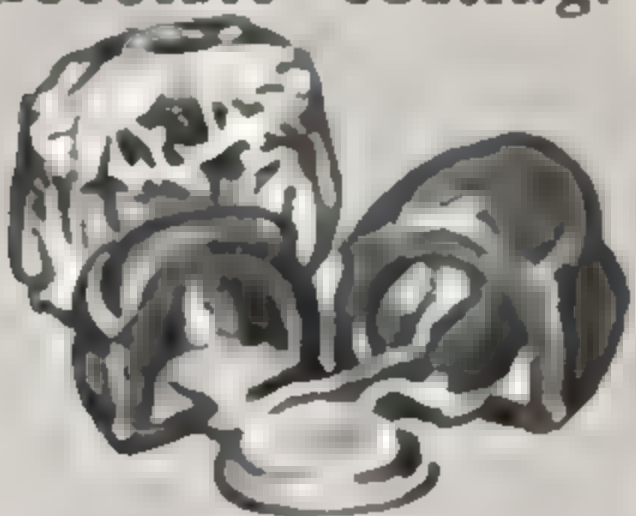
Carmel Snow—Editor of American Vogue  
Michel de Brunhoff—Editor of French Vogue  
Alison Settle—Editor of British Vogue



# The candy people like best ★ ★ ★ ★ ★ and why



**Chocolate Covered Caramels**  
Delicious cream caramels with a rich chocolate coating.



**Chocolate Covered Cherries**  
Maraschino cherries in fondant cordial, chocolate coated.



**Chocolate Covered Brazil Nuts**  
Sweet, crisp selected Brazil nuts, chocolate coated.



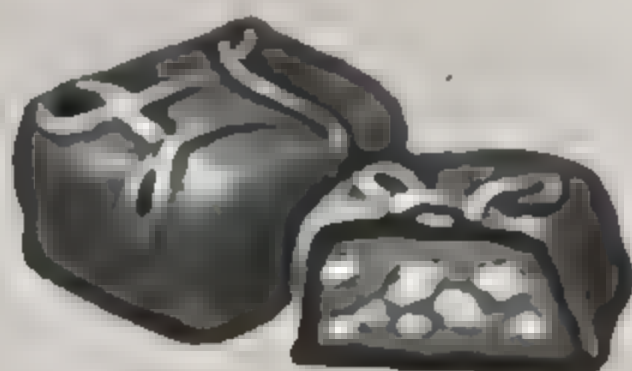
**Bitter Sweet**  
Orange, vanilla and cocoanut cream, covered with semi-sweet chocolate.



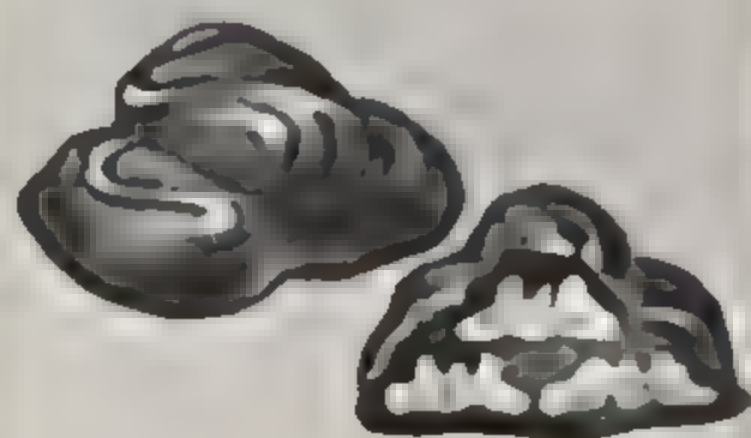
**Chocolate Covered Almonds**  
Whole almonds encased in pure vanilla chocolate.



**Jordan Almonds**  
Tinted sugar glazing whole almonds. Rose, violet, lemon and orange.



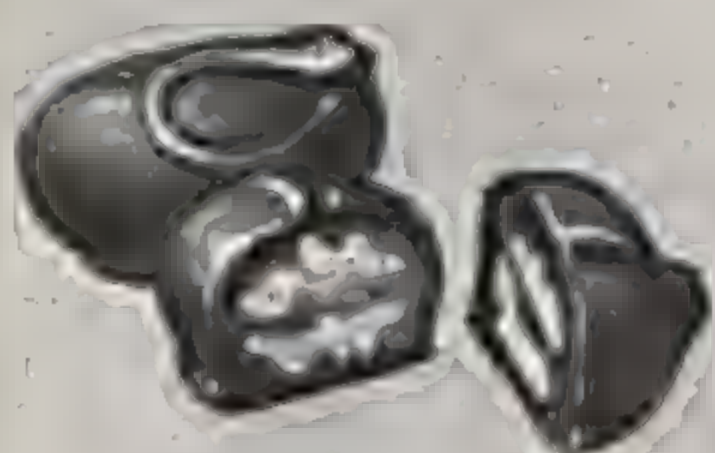
**Chocolate Pecan Caramels**  
Crunchy, chewy nut caramels, chocolate-coated.



**Walnut Clusters**  
Another nut and chocolate combination of rare delight.



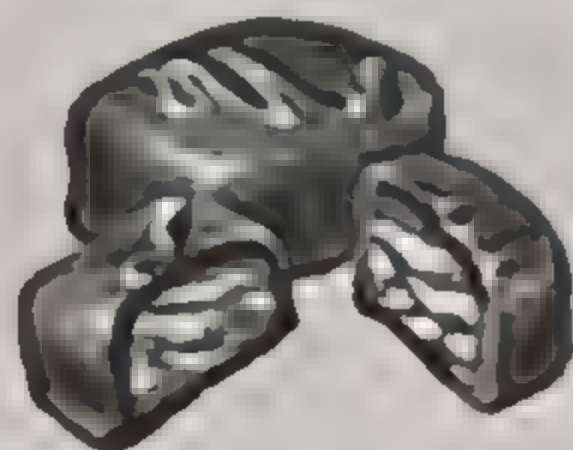
**Peanut Caramels**  
The piquant tang of peanuts combines with creamy caramel enfolded by chocolate.



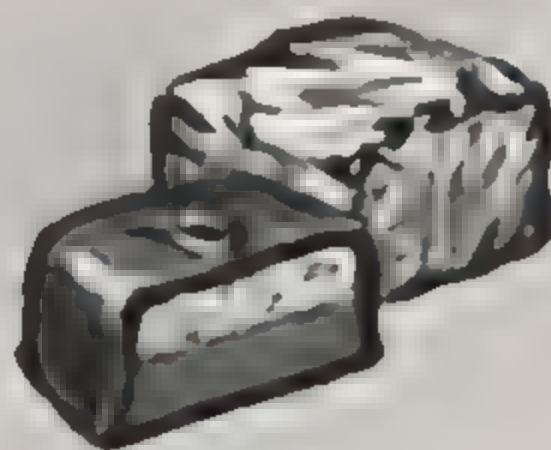
**Chocolate Walnut Halves**  
Whole half-meats of walnuts imbedded in chocolate.



**Almond Dates in Milk Chocolate**  
Arabian dates stuffed with Spanish almonds, milk chocolate coated.



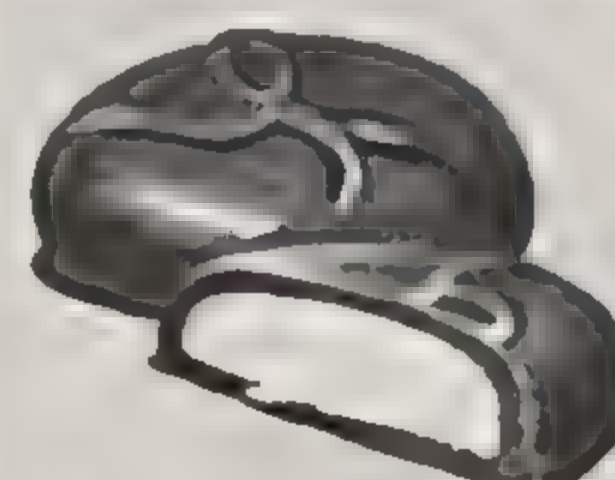
**Almond Caramels**  
Chopped almonds in rich cream caramel, chocolate covered.



**Chocolate Caramel Nougat**  
Double tiers of nougat on caramel in chocolate.



**Bitter Sweet Orange Cream**  
Delicately flavored orange cream center with a tangy coat of rich, dark chocolate.



**Chocolate Covered Cream Mints**  
Smooth mint cream with rich semi-sweet chocolate coating.



**Cream Milk Chocolates**  
A smooth milk chocolate from the Bonnybrook collection.



**Honey White Nougat**  
Squares of chewiness delicately flavored with pistachio, almond and honey.

Whitman's chocolate coatings have been unique since 1842.

Inside these coatings are centers just as appealing as the coatings. If you would understand the reason for the success of the Sampler, cut the separate pieces apart and their looks and their fragrance help explain their good taste.

Whitman's are thoroughly well made in the hidden parts.

Sold only through selected stores, each one supplied direct.

© S. F. W. & Son, Inc.

*Whitman's*

CHOCOLATES



## VOGUE'S

eye view  
of the mode



LAST year, we thought that our sports clothes had been stripped bare of the last extraneous detail, did we? Well, we were short-sighted then. We overlooked the fact that, unmolested by superfluity as our clothes might have been, they didn't quite permit us that grand, extravagant freedom they preached. This year's sports clothes, rigidly trim, are moulded to the point of exact duplication of the figure. There is more fitting, more minute piecing that goes into the making of a magnificently smooth whole; there are little wedge-shaped inventions that only an alert eye can find, but that make all the difference in the world between a sleeve fitting smooth as a pond, that can knock a hundred-and-fifty-yard drive, and a sleeve that winces at it. Bathing-suits are no more than a film over the figure, but a thick, warm film, and the smartest are white, with the soft depth of the hand-knitted or hand-crocheted woollens.



P. de Laverrie

Beach pyjamas are weather-proof, element-proof non-sensibilities of the sturdiest fabrics woven, with divinely short jackets just covering the ribs and blouses like ditch-diggers' undershirts. Flannel blazers reminiscent of Harrow sit trimly on shoulders; double-breasted, fitted gilets button snugly over skirts. Underslips are tailored to every curve. Those who leap about the courts or haul in jibs are wearing a new kind of pink mesh shorts that cling to the figure like the panties of two-year-olds. Plain white triumphs over fussier colours, both on and off the tennis-courts. There are no jagged edges to the summer sports silhouette, no fuzzy sides or dripping appendages—nothing that will get in your way. All clothes that need adjusting seem unbearable. "What that costume needs," clicked a keen tongue the other day, observing a lady golfing in blowing what-nots, "is a good sartorial shave."





STEICHEN

### **Mrs. John T. Pratt, junior**

Mrs. Pratt is the daughter-in-law of Mrs. John T. Pratt, who has achieved fame as Representative Ruth Pratt. The young Mrs. Pratt was formerly Miss Mary Christy Tiffany, from Saint Louis, Missouri. She is the mother of three children, Felicity, Ruth, and Mary Christy, and has recently returned from Europe to Glen Cove, Long Island, where with her family, she will spend the summer



# MANHATTAN FRAPPÉ

THEY do not turn off the lights on Manhattan when summer comes. Less than ever, this year, with so many staying in town. Orchestras blare as loud and speak-easies are as merry as ever. Life goes gaily on for those who are marooned on this far-from-desert island. Besides the men who are always on tap, there may be toiling lilies with jobs that can not be chucked for the summer. Or ladies in the limelight whose shows are running as strong as ever. Or other ladies who have a date at Miss Lippincott's which must be kept. This is the goodly company inhabiting this Happy Isle in summer. They have found, not without surprise, that, far from being stupid, New York in summer takes on a new tempo, perhaps even more intoxicating than its winter syncopation. There is a wonderful informality about it all. There is no asking people to do things three weeks beforehand. At nine, you call a friend on the telephone. "Would you like to lunch?" "Grand. Where shall it be?" All the best parties are got up at half an hour's notice. Belinda is in town for the week, and she has Clare staying with her. You saw Johnny on the street this morning, so he must be available. The Racquet Club can furnish forth a fine list of summer tenants—Michael, Bert, Ogden, and Peter. Of such quick mental calculations are the summer's craziest, silliest, grandest parties made.

Before June is out, you have gravitated to a circle of fast friends, who grow faster as the summer progresses. Beaux are heavy as they are at no other time of the year, girls prove amusing, intimacies spring up between formerly casual acquaintances which transcend that of Damon and Pythias. It's like being on a steamer that won't touch port for three months. You are all marooned together, and, at the short perspective, Johnny's wise-cracks, Belinda's new frock, and the new tune you are all humming become exciting, gay things.

Take any day. In summer, you need hardly any sleep, so after last night, spent dancing in the cool, high heaven of the Saint Regis Roof, you wake early. Your husband has departed for Wall Street via the new launch that takes up-town men down the East River and serves breakfast on board. The windows stay open as you drink icy orange-juice in bed, and, on the air that drifts in, you can smell the spice of the early morning and hear the swish of water spraying the streets outside. You dress in green printed crêpe and issue forth feeling a little like a heroine in a



EXPRESS TO 79—LOCAL TO 102

glamorous novel as you walk down your front steps or step out of your elevator. Outside, it is growing hotter, and the streets have a lazy activity. Florists are putting pots of red daisies outside their doors, and bright lemon coloured sunshine is streaking across the pavements. People are strolling with pleasant lethargy, in thin dark dresses and brimmed straw hats, pausing at the grocer's to order a case of ginger ale sent home.

The shops where you go are cool and dim and murmurous with electric fans. Thin flowered chiffon dresses have never looked so appetizing nor straw hats with little tipping brims so becoming. There seems to be so much pleasant time, so much leisurely time to lean over a counter and try on short white gloves.

Out in the street again, you buy a bunch of nasturtiums, yellow and coral, and pin them on your dress, admiring the effect in the florist's long mirror. You are lunching with an admirer at one, and you have half an hour to wander up Madison Avenue, where there are sales of pretty dresses in every shop and the sun beats hot and shimmering. You walk slowly, so as not to look hot when you arrive for lunch.

Perhaps you are lunching at the Voisin, where, a few feet below the ground, there is a quiet calm, waiters moving silently about and many other lunchers looking happy and amused behind white tables. You wave to friends with whom you went dancing last night, and there are words to be said with them of how pretty Sylvia looked and of when Noel is leaving for Bar Harbor. Your beau arrives, slightly damp about the brow, from seeing people off on a boat. You order icy tomato-juice together and fall to talking. Or perhaps you will have lunch in a friend's back-yard, where the table will be set out under a green-and-white striped awning, on a brick flooring with flowers growing in its cracks. A yellow cloth, blue-and-



white plates, and the glitter of sun on the glasses, make this one of the pleasantest ways to eat a summer luncheon.

Or the shady Japanese Garden of the Ritz, where every one suddenly flocks as soon as the thermometer tops ninety, is full of people who have motored in this morning in shiny cars with their tops down or come in from Long Island on their boats. Or it is fun to ascend the steps of the Casino and to sit out on the circular porch with the windows thrown open and see the vivid green of the Park trees and the orange taxis whizzing by. One enjoys one's lunch. There is no hurry. Life seems very interesting, and there is none of that depression that attends the dismal lunch hour in winter, with the taste of last night's cigarettes in your mouth. It is pleasant to look forward to the evening and the people you are seeing, and a sort of optimism fills you that makes you sure you will meet a new and fascinating man who will fully appreciate you and in other ways have the time of your life. The restaurant chairs are cool and comfortable in white linen covers, and you lean back, smoking and sipping coffee while you make plans for the afternoon.

In New York, afternoon can dissolve faintly and unnoticed into dusk, while you sit under an orange awning in a friend's garden, drinking from a tall cloudy glass and discussing with her the minor affairs of nations. Or perhaps, if the day is cool, you will play tennis long and arduously in a white piqué dress on the Avenue A courts. Deck tennis with a girl on top of her penthouse is fun, and, afterwards, you both call loudly for a drink.

There is no hurry about dressing for dinner. When you reach home, there are messages for you to call Johnny



PLAYING DECK TENNIS ON A ROOF ABOVE NEW YORK



MISS NANCY YUILLE, MRS. HENRY G. GRAY, MISS MARIAN GRAY,  
MRS. HAROLD E. TALBOTT

and Michael and Belinda. They want to call for you at eight-thirty and go speakeasying, then up the Empire State for the view and the breeze, or out to the Atlantic Beach Club to dine and dance.

Half-past eight or nine comes, and your friends are here, full of gusto, and pouring, about five of them, from a tiny car gaily painted yellow. You have a couple of quick ones in the garden, and then fare forth. Climbing into the car is like pouring something into a mould, but you have all reached a point of friendship where discomfort amuses you. It is still bright daylight, and there is a nice incongruity about your evening clothes.

If you should happen to be asked to one of the Stadium concerts, you will find yourself in a deep bowl of darkness, rimmed with the upper lights of the city. Inside this bowl, large and vaguely shaped, little lights of peoples' cigarettes will flicker and burn like tiny points of flame. And then music will fill the Stadium, doubly magic under incongruous, fabulous, but nevertheless real stars. There is a Greek feeling about this amphitheatre, and an enormous glamour.

If you feel adventurous and particularly pleased with yourselves, you will take the boat to Coney Island. This funny, famous place has a silly charm of its own for a well-chosen, convivial party. The wild roller-coasters, the popcorn and hot-dogs for sale along the long board-walk, the merry-go-rounds and the Chambers of rather foolish Horrors will lure you in turn. Whatever grandness you have retained from the formal days of winter will vanish as you shoot shrieking down one of the breath-taking chute-the-chutes, clinging fast to the protective masculine hand of your companion.

For dinner, if you stay in New York and if you want to be grand, you go to the Casino. There, you can watch





STEICHEN

MR. AND MRS. GUTHRIE McCLINTIC (KATHARINE CORNELL) LUNCHING IN THEIR GARDEN ON THE EAST RIVER

the Park grow dark while you eat asparagus; or dance long and divinely to some of the best music in the city.

But, even more likely, you will dine on somebody's roof. Here is the essence of to-day in New York, all concentrated in a foreground and a view. Candles flicker gaily above white flowers in a low bowl, the butler wears a starched white coat that glimmers in the half-light, the night on your cheeks feels warm, but fresh, and all around you like an infinity of stars lies the city glittering in the dark. Leaning on the parapet with cocktail in hand, figures of men and of women in drifting chiffon are silhouetted against this fantastic backdrop that is pooh-poohed all over the world by people who have not seen it and who fall enchanted on their first visit to New York.

After dinner, unless you are all agreed to sit in the cool of the evening and talk of Life, there is the question of what to do. There seems to be a lot. Michael is all for making a round of the speakeasies. Belinda wants to go to the late news reel. Clare wants to go dancing again at

the Saint Regis Roof, and Peter would like to go and ride on the ferry to Staten Island, a suggestion vetoed by the rest, fun as it might be, because you are all in evening dress.

So you go speakeasying, as originally planned. You might go first to speakeasy A, where you will see more friends than at any other hush-house in New York. Here, there is no attempt at interior decoration. It is the genuine guaranteed speakeasy par excellence, red-and-white checked table-cloths in the bar and all. You might go to a new place on Fifty-First Street, where you may sit drinking champagne with mint in it and listen to strange silly tales, delightfully sung. And the other place on Fifty-Second Street where the best trio in New York leans over a microscopic piano and sings with wistful harmony.

As a rule, you will avoid the drama, for it is apt to be a little cloying with the temperature at ninety. But every summer, there is one knock-out on Broadway, some divine musical comedy acted with gaiety and abandon by the actors, who feel the informality of the (Continued on page 96)





LANVIN SPORT • JANE RÉGNY—HATTIE CARNEGIE • MAGGY ROUFF

### Trousers for those who live aboard a yacht

Shipshape and seaworthy is "Repos," a blue madiana yachting pyjama with a hand-knit sweater to match and a white handkerchief linen blouse. It's for the lady-who-lives-aboard, and, if she wears a hat, it's a beret that she can pull off and tuck into her pocket

The girl in the middle came aboard in "Eton," a new yachting suit that is making fashion history already. The short blue wool skirt goes down companionways without fuss. The white wool-piqué jacket, squared off at the waist, covers a hand-knitted sweater

"Midship" is one of the founders of the clan of yachting pyjamas that have definitely severed connections with their cousins on the beach. It's the newest of its type—of white linen, tailored as to jacket, with a bodice top, a blue monogram, and a blue belt





HELENE YRANDE—BRUCK WEISS • WORTH—HATTIE CARNEGIE • YVONNE CARETTE—BERGDORF GOODMAN

### Skirts for those who call or go ashore

With skirts or with trousers, the best sailors wear simple, tailored jackets. "Brummel" is in blue and white—another seafaring note—with a becoming double-breasted jacket and trousers of white serge and a blue tussur top that fits snugly and has a sun-bath back

Every smart resort wardrobe needs this extravagantly becoming double-breasted coat with its kick-off at the hips and wide lapels. It's of Rodier's new white piqué sinellic, worn with a blue sinellic skirt and white sinellic blouse. The ensemble's called "Nippon"

Madame Carette is herself a yachtswoman, which may account for the dash and assurance of "Pascaline." The dress is of white flannel; the jacket of soft, spongy yellow chamois. The smart yachtswoman, by the way, wears no stockings with her sandals



# HOLLYWOOD GOES REFINED

By Cecil Beaton

CAN it be that sequin spangles, Kiki's moues, ostrich feather trimming, swan's-down, and Pierrette pompons have fallen out of popularity, together with the old silent films? Can it be that the days when high life, pictured as one long orgy, are over? Can it be that the screen siren, the vamp with long cigarette holder and swinging hips, has insinuated her way into oblivion, together with the super-elegant hostess who brags that "she is a very sophisticated woman," together with the palpably "made-up" crooks and cowboys, the outrageously arrogant gentlemen-detectives, and the captions, "Came the Dawn" and "She Was but a Frail Blossom Swept and Garnished by the Whims of Men?"

Nowadays, there is nothing very farcical about the pictured baronial hall. The butlers dress as butlers do; the ladies do not wear the lowest of tulle evening gowns for breakfast; the dinner-table is set correctly, and the house-party scenes are not always a pandemonium of guests disgracefully "showing off," making the most primitive of epigrams, reeling drunkenly, or dancing on table tops. The story-writers no longer deal only with masquerades, misunderstandings, and chases. Nowadays, the best films—and happily enough the films that have long runs and are



NORMA SHEARER, PARK AVENUE DRESSED

commercial successes—are no longer naïve and crude affairs, insults to the intelligence of the average person. To pass muster, films have to be well written. They are generally well directed, certainly well photographed, and very likely supremely acted.

There will always be a vast public of those nitwits who seem to be mesmerized by abstract patterns moving on the silver sheet, whatever concrete form they may take, who will see Greta Garbo even in so futile a picture as "Inspiration," but the quantities of those who walk out on the average film in preference for the bed or backgammon-board are swelling to vast proportions, so that the standard of films has necessarily to be above the former level. It seems that the early exaggerations of Cecil B. de Mille are now considered "period." We now have the ingenuities of the cultured Mr. Joseph von Sternberg. Miss Alice White, with her goo-goo eyes and blondined hair, is no longer the personification of all for which Hollywood, in its present glory, now stands; Miss Clara Bow's tough babes have gone out of favour recently, and that widely publicized little redhead is now being given a variety of emotional rôles to play and has painted pained eyebrows across her forehead.

Can it be that better taste has appeared in California, that good taste is coming into the movies? Certainly, the tendency can be felt in many directions, though the change must necessarily be slow. There is still a preference for modernistic settings that are rankly bad, with lamp-shades dripping long tassels, for dialogue that is stilted and full of catch phrases—nevertheless, in Hollywood, at many turns and twists, there are distinct signs of improvement. In California are some of the best modern buildings to be seen in America: Bullock's-Wilshire store is a triumph of simplicity, modernity, and utilitarianism; the "High Hat" restaurant, the third branch of the "Brown Derby," is better decorated than almost any restaurant to be found



AT ADRIAN'S, HOLLYWOOD SHOPS FOR ANTIQUES





THE STARS FLOCK TO THE EXQUISITE PUPPET THEATRE

outside of Germany; and there are Mr. Greer's fabulous dress emporium and innumerable other buildings to be seriously considered.

Mr. Frederick Lonsdale is sent out to the coast to raise the standard of Mr. Colman's dialogue, and many of our best writers are now employed at vast sums to commit their work to celluloid. Mr. John Murray Anderson is commissioned as artistic adviser to film companies, and artists of repute are called in to design sets and costumes for talking-picture plays. Lady Maureen Stanley, the daughter of Lord and Lady Londonderry, has hied six thousand miles to advise on certain matters of taste and etiquette for a society comedy. Nowadays, if you wander onto a setting, in place of the showy furniture that you might expect to find in the drawing-room, you will discover that genuine antiques, often of rare beauty, are used, that the books in the library scene shelves at Paramount are real and covetable volumes, and that the ornaments to be found on occasional tables and mantelpieces are chosen with discretion.

It is a significant fact that Mr. Samuel Goldwyn has brought Mademoiselle Chanel over to study film conditions with a view to working for his studio, and other wise managers are realizing the necessity of employing artists of real ability to work for the screen. Mr. Adrian, premier designer of the Metro-Goldwyn-Mayer, is prized and guarded as one of the most important treasures, and rightly so, for he possesses astonishing talents in many directions; his paintings are extraordinary, and the costumes that he designs have the merits of being utterly photogenic, possessing the heightened smartness and exaggeration necessary for photoplays.

And you will find that all those that stand out in this colony are personalities whose taste is distinctive, contemporary in spirit, and, above all, sophisticated. In fact, they are those who, in spite of all, have not "gone Hollywood." There is the Marie- (Continued on page 98)



THE EVOLUTION OF JOAN CRAWFORD



## TIPS ON THE SHOP MARKET

By Shop-Hound



PERHAPS it is time we found out what this famous younger generation is all about. I mean the very much younger generation that isn't old enough yet to have books written against it, but already alarms us with its frankness and frightens us half out of our pretty steady wits with its lack of reticence. They are all born knowing there isn't any Santa Claus. So, in the interests of society, I have made a survey of what they are wearing, for by their clothes ye may know them. Ye may also pick up some good ideas for your own clothes, for nowadays, especially in the summer, every one tries hard to dress as much as possible like her youngest child.

Adorning this page, you will observe a number of clothes for children that I am not overrash in calling divine. There are a lot more I saw that there was no room to get illustrated, so I shall start in telling you about them right now.

The news about the fourteen- to seventeen-year-old bunch is that they wear long dresses in the evening, and, when I say long, I mean long. The dresses come to the ankle, just as yours do. As a matter of fact, there's nothing to get horrified about in this; just turn to your old Kate Greenaway and you'll see plenty of long dresses. The dresses which this regiment of the Younger Generation is wearing are lovely and really infinitely more becoming to sprangling, leggy girls than ones chopped off at the knee. Of course, these young ladies don't get the backs of their necklines cut low like their mothers', though I have no doubt they try (just as we did).

At Bonwit Teller's and at Saks-Fifth Avenue and at Best's and at De Pinna's, this situation is covered, as you will see somewhere in these pages. I would also call your attention to a white net party dress at Saks, which is pleated from top to toe and has a peplum that, like the bottom of the skirt, flares out in released pleats. This would make your daughter look like a Greek baby goddess. There is a short white velvet jacket here, for evening, which covers hardly more than the shoulders and chest, but has the charm of six big wraps all put together.

The day dresses for girls of this age are also longer—almost as long as you'd wear your own day dresses. At Saks, there is a little suit for these girls, of a black crêpe with tiny white stars printed on it. A bright green blouse of a print in the same design goes inside, and the little coat fastens like a man's pyjama, with those loops they call frogs. A navy-blue and white printed dress for afternoon is made simply enough to delight you and yet not entirely infuriate your daughter, and has a belt which is a red silk cord.

For the infantile generation, Saks supplies some lovely thoughts. A child who is really a towhead looks too ravishing in models with touches of red, and there are some little dotted Swiss dresses here with red dots that would be enchanting on a beach or almost anywhere.

Among the hats, Saks will show you a hat with a brim, for the very young, made of a natural straw woven so that it looks, believe it or not, like wood. It has a dotted band. A

## One to three

• Below, from left to right. A white Swiss dress with red dots and a scalloped white organdie collar is an amusing model; Saks-Fifth Avenue

Yellow gingham rompers, hat, and a yellow wooden pail, all with bunnies to match, make smart, sturdy play clothes for a young child; from Best

The baby's bathing-suit is of jersey with a cardigan, knit in stripes of yellow, orange, and brown—a small portion of chic. It's from Bonwit Teller

Black is an enormously smart fashion for children when handled delicately and youthfully, as in this practical suit for a very small boy; from Best

With a fragile appearance, but a hardy constitution, is this flowered voile dress, in a tiny design, with smocking at the top; Bonwit Teller



ONE TO THREE



broad-brimmed, floppy, washable piqué beach hat should be the millinery mainstay of all ages, this summer, including yours. Another hat which you will see on smart beaches this summer is a piqué one with vertical tucking on the crown. Although this is theoretically your child's hat, do not hesitate to buy one for yourself.

De Pinna has some brain-children for real children to wear, among which I would mention a navy-blue linen camp suit with a white collar for little boys, smart as all outdoors—and just think (with mercenary glee) of the money saved on laundry. The same shop has some sun-suits for the really infantile boy; these have long trousers which I should think would look fearfully appealing flopping about the legs of your heir.

Bonwit Teller has some appetizing things for appetizing babies. These include the very nicest baby bonnets of hand-drawn muslin trimmed with a very little real lace, for around \$3 and \$4, and a number of simple hand-made dresses of microscopic size for as little as \$2.50. Running up to size ten is a pair of English print rompers with an overall top to allow the breezes and the sun to do their work, and a little coat to match which will put a stop to the aforementioned work if desired. Also, an eye-shade of the same material, as wide as the brim of a sunbonnet, but with nothing but a strap around the head to hold it on. For little babies, there is a ridiculous little pink sweater from England with a flower design knitted into the front, and a cardigan, by goodness, for the baby to wear with it, even as you and I. A baby coat of white wool very coarsely woven has big inverted box-



THREE TO SEVEN

pleats finished at the top with that embroidery thing they do that looks like V's upside down. Little dotted Swiss coats and bonnets to match are in the pale colours of flowers.

Then, for that little girl that you love because she is your own child, but who does look so distressingly like a giraffe, there is a coat of warm green tweed, thick and soft, which has a skirt of the tweed, and a hat also of the tweed. It has a deep, comfortable, complete look that ought to diminish some of your child's legginess.

Best's is and always shall be, world without end amen, a complete treasure-house of children's clothes. I got very interested in the underclothes for children, there. I have always wondered what contemporary children wore under their dresses, if anything. A young mother of my acquaintance who dresses her children like dreams told me to look for certain things at Best's, and these are they: some all-in-one pyjamas for infant-sleeping, of pink cotton jersey, practical and prettier than white jersey; some Petit Bateau drawers for very little children, which my young mother friend tells me are perfectly wonderful, of cotton ribbing; for small children, in the seven-eight-nine-ten stage, nainsook waists and button-on drawers trimmed with a little real lace, and nainsook slips to go above, also trimmed with real lace. A remarkable garment called training drawers, for the very young indeed, is made of cotton ribbing and is supposed, by inspiring pride in the child and also because of the extreme discomfort of wet cotton jersey, to train babies to go without diapers. The writers of books on child training ought to approve of these. Best also has the very short

### Three to seven

• Above, from left to right. Very French and precious is this pink crêpe dress with its blue crêpe design inserted with faggoting; Marcelle Julien

A linen dress with great freshness and delicacy is this one in pale green with a beautifully cut skirt and much hemstitching; Marcelle Julien

Skirts cut like this, with many pleats, have a pleasant effect on small girls. The white linen has blue accents trimmed with white braid; Bonwit Teller

High in the waist and banded in red and blue is this white linen dress with a blue bolero and red linen hat and appliqué cherries; Bonwit Teller

This endlessly wearable and washable blue-and-white linen play dress has an inverted pleat front and back, and it is from Saks-Fifth Avenue



### Seven to eleven

• Below, from left to right. The little girl who takes an interest in sports will take an interest, also, in this white crêpe dress with a powder-blue flannel jacket; De Pinna

In his relaxed moments (if any), a young man looks smart in a white shirt with a Talon fastener, tan-and-brown checked flannel coat, and grey flannel shorts; from De Pinna

Gay colours are enormously becoming to small boys. This one wears a bright blue flannel blazer, contrastingly bound in red braid, and a white shirt and flannel shorts; De Pinna

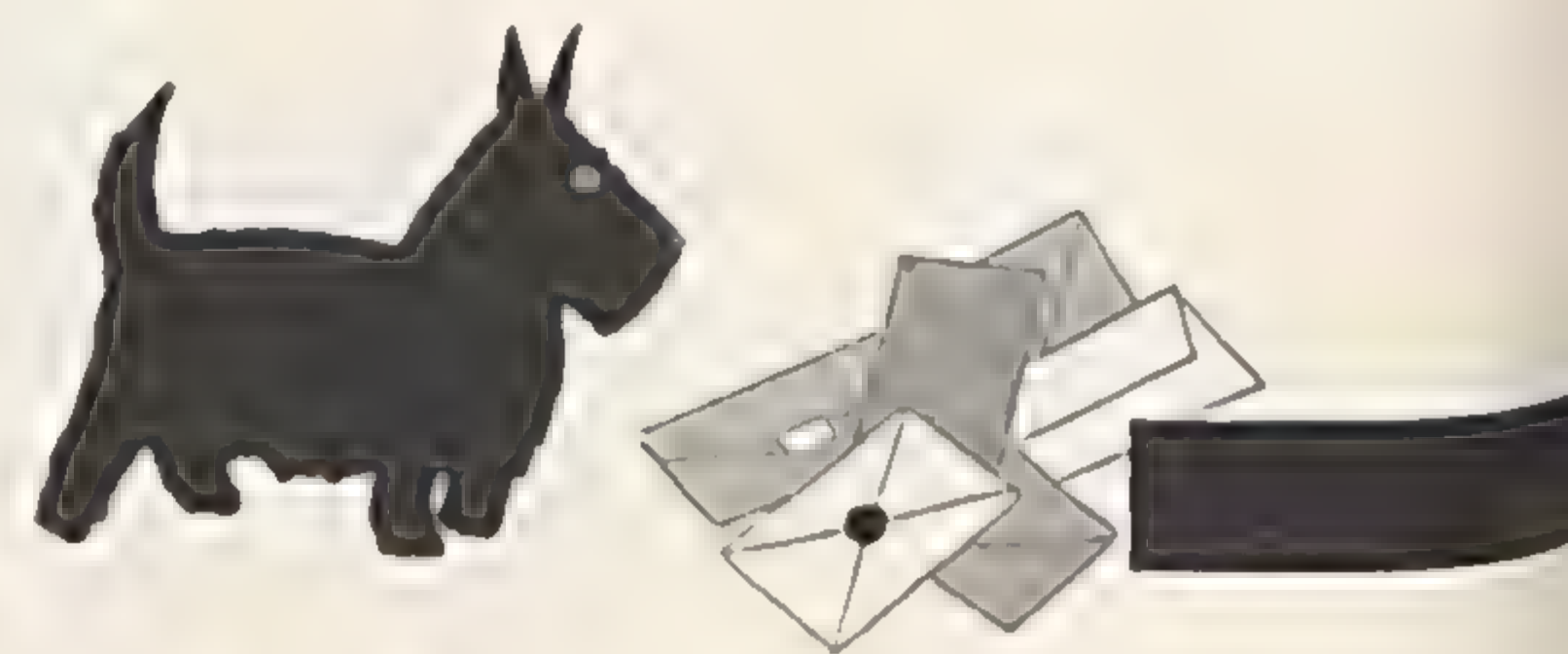
Swift, straight lines are chic for the smallest girls, like those of this pink handkerchief lawn-dress, pleated from the shoulders and trimmed with white linen; De Pinna

The first step into the tennis dress class is successfully taken in this yellow piqué dress with inverted pleats in front and back and at the top, and tabs at the neck; De Pinna

and very chic cotton socks for children made by Morley of England. Some grand towelling wrappers in such small sizes as nearly to induce hysteria in this Shop-Hound, for going to and from the tub or to wear over a bathing-suit. For little girls from four upwards, mark you, crêpe pyjamas, very simple and appropriate, but definitely not sleeping pyjamas, and for that reason called by Best's, with many a chuckle, "Hostess pyjamas," no less. They are worn for supper in the nursery. For tiny sweet little girls, real Japanese kimonos, with their wide sashes. For all little girls, sleeping pyjamas of red-and-white plaid cotton that tie at the sides and on the shoulders. For older girls, cotton jersey underthings in pastel colours, which seem entirely to take the curse off cotton jersey. Lots and lots of grand sleeping pyjamas with knee-length trousers, which I am told little girls particularly like, of coloured Everfast broadcloth. Best, of course, has the blue Everfast suiting overalls that every summer prove such big boons to mothers. And Best has plenty of sneakers, of which each child needs several pairs. And that, if I mistake not, just about takes care of what goes on under children's clothes, as well as some of the clothes themselves.

Gibby-Thall, on Fifty-Seventh Street, makes rather a specialty of the brother-and-sister combinations. I, myself, am all for dressing children alike, even when they run from two to ten. There is nothing more beguiling than children of various heights, like steps, dressed exactly alike, and nothing smarter. Of course, little boys soon grow to man's estate and have to be put into real breeches. But while they are little and fat, and like kittens,

• Vogue's Shop-Hound practically spends her life snooping about the shops. If you need advice, address Vogue's Shop-Hound, 420 Lexington Avenue, New York (and please enclose a stamp).



do by all means dress them in little brother suits to complement their sisters' clothes.

One of the best of these outfits is a little dress and a little suit of white piqué. At all possible points, the piqué is bound in navy-blue, and both dress and suit have pearl buttons running down the front, with initials embroidered vertically just over small tummies. Another ravishing brother-and-sister set is called "Hawaii." These are made of putty coloured linen and have leis of red and pink gingham flowers appliquéd around the necks, so that your babies look like a couple of silly little hula dancers.

Then, there are lots of little girl dresses that excited the Shop-Hound, who is such a nice kind dog and so good with children. For instance, a dress called "Cactu," of green linen with lavender appliquéd cactus shapes. Or a yellow linen blouse with a Scotch plaid skirt, very full of pleats, that buttons onto the blouse. This skirt, I may say, is about four inches long and, therefore, excruciatingly funny and cunning. For rather older little girls who are fussy, not to say snooty, about wearing clothes that could on no account be called babyish, there are two very good numeros. One is a pink handkerchief linen blouse with a blue linen skirt, very circular, buttoned on. The other is made of natural coloured linen with pleats in the skirt, which pleats suddenly turn out to be orange linen, and there is an orange cape to wear with the dress, which your child will consider highly sophisticated and which really isn't at all. A dress that is pretty nearly as famous with clever mothers as Mead's Dextri-maltose is the cherry dress, "Cerisette," a linen dress whose



SEVEN TO ELEVEN





ELEVEN TO FOURTEEN

many buttons are red wooden cherries hanging temptingly from the embroidered green leaves which are really buttonholes.

And now, if you adults have, like some others of us, had enough of buying about fifty records every time you want to buy one foreign one, simply because some places won't sell them except in "albums," you should once and for all be told of Paul Helfer, Inc., a gramophone record shop on East Eighty-Sixth Street that has all the best foreign records. You probably, like all the rest of the movie-going world, already have the German record of Marlene (Knock-em-dead) Dietrich singing "Falling in Love Again." But if you haven't, you can get it here. Other foreign records every one is crying for to-day are the old Strauss waltzes, like the "Vienna Woods," the newer "Zwei Herzen im 3/4 Takt," or Richard Tauber's "Dein Ist Mein Ganzes Herz" and Ravel's "Bolero" which, as a matter of fact, is played by American orchestras, but, anyway, every one wants it and buys it and says it has spiritual significance and hums it until you go nearly crazy. All these, and many more, may be ordered from Mr. Helfer. And he'll sell them to you singly.

At Miss Penn's, on Madison Avenue, there are a lot of new bag ideas. One bright idea is a black shagreen envelope bag that has a compartment inside that is really a cigarette-case—it slides out when you pull a black jet ring and has stiff sides so that your cigarettes stay fresher and firmer than in a package, and a whole lot less messy. For travelling, a couple of good solutions to the bag problem are—first, a soft-sided and bottomed bag of the shape of the (Continued on page 98)



#### Fourteen to sixteen

The younger generation wears its skirts to the ankles in dresses such as this white organdie one embroidered with tiny dots, edged with ruffles, and belted in green; Best

The "pagoda" dress of flowered chiffon has three tiers of fine pleats ironed out near the edge and stiffened—like the silhouette of a Chinese pagoda; from Saks-Fifth Avenue

Coarse white fish-net is a new, cool fabric for summer. Here, it has a bolero and drapery in the skirt. The crushed sash is of black ciré ribbon, and it's from Saks-Fifth Avenue

#### Eleven to fourteen

• Left, from left to right. This white linen dress has red linen appliqué. The jacket is made of knitted woollen in a big plaid in red, black, and white; from Bonwit Teller

The Kate Greenaway dress, with a high waist-line and puffed sleeves, is chic of printed green-and-white crêpe. Broad pleats fall from below the yoke; Saks-Fifth Avenue

This Contempora print is done in a wavy red-and-white plaid on linen. The sheer lawn triple collar is bound in red, and there are many pleats in the skirt. The model is from Best

Heavy linen, the colour of peach ice-cream, makes this dress trimmed with white rick-rack. Pleats go all around the skirt. This is a good sports dress; from Bonwit Teller

An unself-conscious afternoon dress for long limbs is this in navy-blue chiffon plaided in white. The skirt is accordion-pleated, the collar is a bertha, and it is from Bonwit Teller



FOURTEEN TO SIXTEEN





# SUMMER ACCESSORIES

**to wear in town**

- Up above are three evening accessories that belong to the black-and-white race. A solid mass of white beads forms the surface of the white bag—one of those pouch shapes with space for all your beauty equipment; Bergdorf Goodman
- The black crêpe bag—nice with a white dress—is rimmed with rhinestones; Bendel
- Five strands of gardenia-white beads caught with black bars form an evening necklace; Bergdorf Goodman

- They call it the “egg necklace”—this Schiaparelli string of oval white beads. It ties in back; Bergdorf Goodman
- Large, but feminine is this linen handkerchief. Very new is the black horsehair bag. From Bergdorf Goodman
- The hand-stitched white suède gloves and white alligator bag with a black clasp are from Saks-Fifth Avenue
- The attractive black crêpe bag with the metal frame is from Bergdorf Goodman





- Here (right) is a square scarf of silk crochet that is perfect when folded in a triangle; from Jay-Thorpe
- Suède gloves—in just the right shade of blue; Best
- Two shades of blue and white meet in a choker necklace; Bergdorf Goodman
- A blue crêpe bag is tucked to look like a barrel, an idea furthered by its shape; from Saks-Fifth Avenue
- This new cord bag is as light as a feather; Kurzman

- In the panel below, at the extreme left, is Chanel's sheer tweed scarf that is as summery as silk; Bendel
- The dark brown gloves are in this picture because of their gauntlet flare and cream coloured hand-stitching and because dark gloves are life-savers in town. They are at Saks-Fifth Avenue
- An appetizing waffle-like effect has been achieved in the crêpe of this town bag with a silver top; Bendel





PELLAT designs a baby's maillot with the same Vionnet necklace décolletage as on his mother's gladdest rags; from De Pinna HÉLÈNE YRANDE'S "Manon," extreme right, is neither dress, nor pyjamas, nor bathing-suit—it's culottes (pants) for play and a skirt to put on top—of tussur; De Pinna



## DECORATIVE BABIES

**Pocket chic**

**in a French edition**

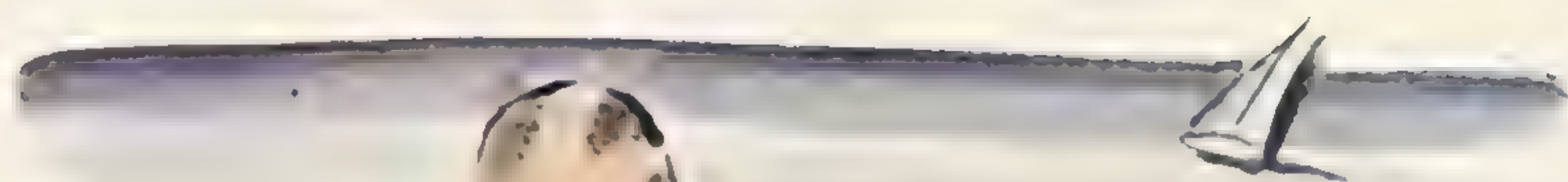


JEANNE LANVIN knows how to make you look angelic. She takes handkerchief linen, cuts it in horizontal strips, as in "La Plage," or makes it look like a Normandy peasant's smock in "Petite Chose." Both from De Pinna FAIRYLAND made for brother a linen blouse and linen pants; from Marcelle Julien

MIGNAPOUF'S dress—that's it on the party-shy little soul at the right—is of organdie with zigzag silk stitching; Franklin Simon JEANNE LANVIN can put frills without fuss on your party dress, just as she can on your older sister's. "La Rose," of organdie, is altogether an exciting dress; Bonwit Teller







HÉLÈNE YRANDE says white coats for children. This serge beach peignoir, "Bob," could be worn anywhere. It's from De Pinna PELLAT simplifies life for infants with this peignoir and dress cut in one, which does away with the trouble of changing clothes. It's of light-weight jersey; from De Pinna



HÉLÈNE YRANDE provides for planting activities with a regular overall, "Petit Mousse," made of coarse toile that Breton fishermen wear, cut away in back; Best BILLIOQUE-DECRE'S linen outfit, "Le Touquet," has a hat that comes apart, so you can wear the brim or crown alone; Bonwit Teller



BILLIOQUE-DECRE'S dress, "Opaline"—on the toddler clinging to her Nana's right hand —, is of piqué-sinellic, sleeveless, but covering the shoulders; from Bonwit Teller POUM ET ZETTE put a cape in place of sleeves on a flower-printed dress of sinellic, "Prairie"; hat to match; Bonwit Teller





MRS. FRANKLIN, INC • BONWIT TELLER • SAKS-FIFTH AVENUE • SAKS-FIFTH AVENUE

### Brown, yellow, and white spell seaside chic

• Your bathing-suit should look as if you had knit it yourself this year. This hand-knitted one—in the prize-winning brown-and-white—has a double stitch to make it exceptionally firm

• Although made of good old terry cloth, divinely comfortable and absorbent and easy to slide into, this yellow coat fits your form to perfection. The two-button closing is nice and dependable

• You can go no further in aquatic chic than to dress yourself in a white jersey bathing-suit. The brown touches only make it look the whiter. The flaring skirt is in one with the suit underneath

• Now that we have learned to love shantung, we won't soon give it up. Here it is in a bell-boy's suit with wide pants, abbreviated jacket, and a silly little round cap to pull over your curls





BEST • BEST • BONWIT TELLER • PECK AND PECK

### Three cheers for the red, white, and blue

- A square of thick red cloth—yes, jersey—is to be used as a beach rug or to be draped about yourself with all the dash of a Spanish desperado. White buttons and buttonholes keep it on
- Schiaparelli invented this, and a thousand women have risen and called her blessed. A wide-ribbed jersey bathing-suit with a pink net brassière entirely hidden within solves lots of things
- Overalls as childish and gay as summer grace the kneeling lady. A bolero goes on top. They are of a wildly amusing printed cotton in red-and-white, and the gigantic hat is a good companion
- The lady who practically matches her gentleman friend wears a blue-and-white striped knitted jersey like his. You can tell her apart because her flannels are a skirt, very well tailored





### Blocked linen and sturdy earthenware

• Rough linen, unfragile ware, and a maid who enters into the spirit are essential for outdoor eating. This table is laid with block-printed linen, imported by Lord and Taylor. The glasses are reproductions of an old English design; Plummer. Modern French silver from Altman. Empire pyramid tôle flower-holder centre-piece; the Chintz Shop. Pottery luncheon set; Macy's. (Left) The tricolour striped Basque linen is from McCutcheon. The earthenware plate, imported from England, sets your monogram in its red seal; from Macy's. The Puiforcat silver is from Wanamaker





## EATING OUTDOORS

THERE is a very definite, rather Latin, charm in dining out-of-doors. It has the romanticism of a setting staged for the season. Panelled walls, draperies, formal furniture—these are one's winter appointments for the dining-room—to be deserted with the first brilliant warmth of the sun and the first fringe of green on the trees. A table set in the shade of a generous-branched tree, streaked with moving threads of sunlight, excites a strange sensation—a feeling of freedom, of expansion, of having all the leisure—a sort of seasonal philosophy. Perhaps that is why *al fresco* dining has more popularity in Europe than in these hasty United States. With the first warm day in France or Italy, every restaurant, from the Ritz to the tiniest café, pulls a few tables into the open, under a tree or against a hedge. Here, daylight saving lengthens our days to such an extent that, by the very thriftiness of the plan, it seems a deplorable waste not to take advantage of this opportunity for dining out-of-doors.

In the first place, dine late. The men, returning tired from the heat of the city, will want a round of golf and a swim before dinner. Seven o'clock means an exhausting amount of rushing; eight-thirty means a pleasurable amount of leisure. Possibly, you will have to get your servants used to this. If they go glum at the thought of the lateness of the hour, point out to them how much more leisure they will have during the heat of the day. Promise them the precious bonus of an extra night, every once (Continued on page 90)



- To be chic, outdoor china and linens must be hardy and gay. The plaid Richard-Ginori tea-set (top) is thoroughly in keeping; Wanamaker. The handkerchief linen cloth has a modern butterfly motif; the Grande Maison de Blanc, of New York
- The appliquéd linen napkins are part of a set for twelve; Kargère. Wedgwood plate; Gilman Collamore. Czechoslovakian tumbler; Plummer. Dégradé damask cloth; Grande Maison de Blanc, New York





AUGUSTABERNARD • MOLYNEUX—BONWIT TELLER • AUGUSTABERNARD—HICKSON



# INFORMALITY

## ON SUMMER EVENINGS

A DRESS that is cool and young and yet sophisticated; a wrap that is pulled around the shoulders as casually as one pulls on a string beret; an air of having slipped into one's clothes as unconsciously as one slips into a bathing-suit—there you have the chic of informality in summer evenings. The dress will be particularly new if it has sleeves, if its neck-line is wide and loose, or if it has a scarf, but its décolletage and ankle length make it indubitably of the evening. The wrap feels like nothing, but it sits on the shoulders without clutching and, when you pull it close, becomes suddenly a dramatic movement of light and shade.

- In the deep green of a moonlit sea is this transparent velvet wrap, "328." Instead of sleeves, wide scarf ends twist together in back and fall straight down over the shoulders on each side
- The second transparent velvet wrap, "293," in the pale pink of sea-shells, has one sleeve and one armhole and is both a jacket and a cape

- Cool and youthful and informal is "309"—the chiffon dress at the left on the opposite page, with a square décolletage and twisted chiffon belt
- It's the slashed sleeves on this multicoloured georgette dress, "100" (middle, on opposite page), that give it a casual air, in spite of its deep V
- For informal summer dining is "297" (right, on opposite page). The short, petal-like sleeves are cut from the pattern of the print, and gay little ribbon bows are perched on each shoulder



AUGUSTABERNARD WRAPS FROM MILGRIM





MARIA GUY—BENDEL

### The new Empress Eugénie hat

• Maria Guy first played with the forward tilt in a hat that Vogue showed in colour as long ago as March 1. In the hat illustrated here, which she designed on Madame Lelong and named "Madame Lelong" for her, she has perfected the movement and incorporated the new chic of a shallow crown and a tiny brim, of black picot. All smart Parisiennes adore this hat and flock to buy it, and they wear it, like the lady shown in the illustration, perched high on the head at an angle that suggests the days of the Empress Eugénie. This is another millinery silhouette to which your eyes must grow accustomed very soon





J. SUZANNE TALBOT—SAKS-FIFTH AVENUE

### **Tiny and tilted over one eye**

• The beauty about this hat, "Mercure," is that it never looks the same on two people, yet its identity is never lost. The Comtesse de Cossé Brissac has it all in white; the Princesse Ruspoli has it in black, with a curly feather fantasy at the side. The Princesse de Caraman-Chimay has it in black and white, as illustrated here. Sometimes, the wings flank a point over the right eye; without the wings, it is worn with tailored costumes and sports clothes. Whatever the shape and form it assumes, it remains supremely significant of the new trend towards hats with tiny brims and shallow crowns, worn high on the head





VON HORN

MODELS FROM KURZMAN

### Sharp red and soft white

- Folds of heavy geranium-red crêpe fall into interesting lines in this Mainbocher dress with circular fulness. The scarf worn high at the neck gives a new evening chic
- A white chiffon frock, cool for summer evenings, covers its shoulders, à la mode, with a surplice blouse jacket edged with a wide ruching; jewels from Black, Starr and Frost-Gorham





AGNÈS—BRUCK WEISS



HOYNINGEN-HUENÉ. PARIS

CZYSTIAKOR



HÉLÈNE YRANDE—BRUCK WEISS

## Paris takes up crocheting

- Agnès is still making new versions of the crocheted hat, and "Vouloir" (above) is the newest one. It's made of very fine grey chenille, and you wear it well back on the head, with one side dipping low on the shoulder. The grey wool suit and dotted white blouse are from Mirande
- The new sweater blouses are as light as a feather, with their airy, lace-like weaves. This one (upper right) is of brown and beige wool, and it ties at the waist with a crocheted sash. It couldn't be better for a short-coated suit
- Flag-blue is a gay and smart accent on white, this summer, and it's used for the amusing little crocheted scarf to throw around your shoulders on cool days, shown in the photograph at the right. The scarf is shaped to form a cape, with the ends crossing in front and falling in points over the shoulders. A belt in the same bright shade of blue is worn with the simple white façonné silk dress





STEIGER

GERVAIS

### **The sheer, white woollen dress**

No longer does wool mean Canada, or Maine, or any of the other chilly spots of these United States. You fly into it even if it's ninety in the shade. For the sheer wool dress—as thin as tulle and light as a feather—is the dress of dresses for any resort this year. White is best, and here's a sleeveless one with an openwork weave that is exactly the right type



# EUROPEAN FESTIVALS AND EXHIBITIONS

By Helen Appleton Read

THE arts are playing an increasingly important part in luring the American traveller across the Atlantic. We no longer think of travel in terms of the time-honoured slogans. Special exhibitions in each country emphasize the art which is its characteristic and traditional expression. Sunny France, Historic England, and Romantic Germany give way to Toscanini at Bayreuth, Richard Strauss in Munich, Reinhardt in Salzburg, the Colonial and Overseas Exposition, the Toulouse-Lautrec and Matisse Exhibitions in Paris, and Berlin's exposition of the modern idea in architecture and city planning, to mention some of the outstanding festivals and exhibitions of the summer.

In doing the festivals, the feeling of being a tourist and looker-on vanishes. There is a delightful spirit of camaraderie in hearing Wagner at Bayreuth or Mozart's operas in that exquisite baroque theatre, the Residenz, in Munich—the only theatre in which it is possible to sense completely the spirit of the baroque which Mozart's operas epitomize.

At Bayreuth, you lodge at the little Bavarian inn, gay with flowers, or down in the town. The morning is spent motoring or walking about the countryside or in pilgrimages to Villa Wahnfried, hovering sentimentally over the butterflies under glass domes and other ugly German *objets d'art* in Wagner's library. At four, when the trumpet blows, you must be in your seats at the Festspielhaus. If you are late, you can't get in until seven. Clothes in broad daylight range all the way from Paris evening dress to the home-made concoctions of stout German Fraus and ex-royalties. In the long entr'acte, you adjourn to the big barrack-like restaurant or to a bare board table on the porch outside—if you are in time to grab one—for a full German meal or beer. When the Siegfried and Brünnhilde themselves come out for a bite, every one stands and applauds. Afterwards, one goes to the famous *Eule* for sausages and scrambled eggs. There, the silver-rimmed steins are piled sometimes fifteen high at the end of the tables waiting to be refilled, and there one's companion may be a Siamese princess, a Hindoo philosopher, a Chilean ranchero, or an Ex-Kaiser's wife.

The dates of the Bayreuth festivals are July 21 to August 19. Toscanini conducts five performances each, of "Tannhäuser" and "Parsifal." "Tannhäuser" opens the festival, "Parsifal" closes it. Elmendorf conducts two "Ring" cycles, and Furtwängler conducts two performances of "Tristan and Isolde." It is appropriate that Toscanini should choose "Parsifal" for what is to be his last appearance at Bayreuth. "Parsifal" and Bayreuth are interchangeable concepts. Toscanini pays his tribute to the

spirit of Cosima Wagner in saying farewell with Wagner's last work, which, had her wishes been obeyed, would never have been heard outside the Festspielhaus.

The Munich festivals commence July 18 and continue through August. They include the Wagnerian repertoire given at the Prinz-Regenten Theatre and the Mozart performances at the Residenz Theatre. A special feature of the Mozart festival is a revival of "Idomeneo," adapted and conducted by Richard Strauss. The performances will be given at the Residenz Theatre on July 24 and August 13. Dramatic cycles at the National Theatre include Schiller and Shakspeare performances.

Doing the Salzburg Festivals carries with it the added delight of spending some time in the loveliest city in Central Europe. Here, one not only enjoys the festival—one wears Tyrolian costume, climbs the near-by green mountains, shoots chamois, enjoys hot chocolate at Tomaselli's by the Dome Platz after the play, and goes to parties reminiscent of mediaeval splendour at Schloss Leopoldskron—Reinhardt's baroque palace. No other European city combines in so imagination-stirring a way the various epochs of European civilization. The impressive mediaeval fortress of Hohen Salzburg looks down on Roman ruins, baroque palaces, and such manifestations of twentieth-century culture as Reinhardt's Festspielhaus. This year's festival includes Reinhardt's productions of Hugo von Hofmannsthal's "Jedermann," with Moissi in the (Continued on page 94)



WÜRTHE AND SOHN

THE CASTLE AT SALZBURG





CECIL BEATON

**Miss Elizabeth Lee Saltonstall**

Miss Saltonstall, the daughter of John L. Saltonstall, Esq., of Boston, Massachusetts, is to be married on June fifteenth to August Belmont, Esq. The wedding will take place in Christ Church, Hamilton, Massachusetts, and is to be followed by a reception at "Huntwicke," Topsfield, the summer home of the bride's father. Miss Saltonstall's mother, Mrs. James Henry H. Billings, of New York, is a well-known musician



## The Forcing System in Contract Bidding

By Josephine Culbertson

IT WAS, perhaps, not strange that for a long time the Culbertson System of bidding in Contract Bridge was regarded as something intricate and obscure. Such explanations of it as had been printed were laboured and verbose, and written in a manner that would puzzle even the experts.

Ely Culbertson, the inventor of the system, has now published his own explanation of the principles which underlie it, and, as a result, it appears that the basic principle of the system is simplicity. At the same time, the system gives, to good players, a means by which they may convey to their partners the finest shadings of meanings and through which, if they are alert, they may draw the most correct inferences as to the cards held in the two hands, and, if the bidding be competitive, as to the strength adversely held. Certainly, a system answering these needs has in it the elements of popularity.

Perhaps, a brief outline of the basic principles of the system will be of interest.

Success at Contract requires that the combined partnership holdings be welded into one combined whole. Individual interests must be subordinated to the partnership interest. Using the Culbertson Forcing System, this end is attained by a generous use of the Approach principle of bidding. The Approach principle, stripped of technical terminology, simply means that in hands containing a choice between a suit and no-trump, the suit, even although a four-card minor, is always preferred. In hands containing two biddable suits, a five- or six-card suit is always bid before a four-card suit. In suits of five- and six-card length, the higher ranking is preferred.

By this principle of bidding, the partner is able to draw, early in the bidding, correct inferences as to suit lengths and distribution in his partner's hand. Suits, to be biddable, must conform to certain standards. In this system, we require that all bids on four-card suits shall be headed by at least one and a half honour tricks in that suit. This makes the table of minimum biddable four-card

suits: A-Q-x-x, A-J-10-x, K-Q-10-x. Occasionally, in order not to violate the basic Approach principle, the latter holding might be shaded to K-Q-9-x. If the suit is one of five cards, then at its head it must have at least one-half honour trick. This would require suits like K-x-x-x-x or Q-J-x-x-x, but, on rare occasions, the bid might even be made on a five carder having as little top strength as Q-10-9-x-x, although the balance of the hand must have sufficient ad-

ditional strength to make up for the shakiness of the trump suit. The minimum requirements in honour-trick strength, to open the bidding, are two and a half honour tricks, and this minimum is raised, depending upon the position at the table and also upon whether the partners opening the bidding are vulnerable or not.

Holding the minimum requirements for a bid, the first question to determine is whether the hand contains a biddable suit. If it does, then the opening bid is clearly marked, and it is only when the hand measures up in its honour-trick count to the requirements for a bid, but lacks a biddable suit, that we open with the bid of one no-trump. Players using this system will find that the use of the Approach method does not decrease, but tends to increase, the number of hands played successfully at no-trump. The use of this principle does, however, prevent those occasional staggering losses when dealer opens with one no-trump, adversaries double, partner holds a blank hand, and the hapless declarer perhaps cashes only his two aces and sees his low-card tricks discarded helplessly on the established suits of the adversaries. So much for the Approach principle.

In order to open the bidding, a hand of greater honour strength than two and a half tricks is not required, but there are many hands on which the bidding is opened, with a bid of one, that may hold as many as five honour tricks. This gives the bid of one a great range and requires from the partner that the bidding be kept open upon hands of even minimum strength.

Under our system of bidding, we require that the partner respond when holding a minimum of one and a half honour tricks, in order that the opening bidder may have a second opportunity to bid. Thus, should partner open the bidding with one spade, second hand pass, the Responding Hand holding: ♠-10-9-2; ♥-Q-J-9-4; ♦-A-10-3; ♣-9-7-4, should bid one no-trump, not necessarily because this hand is better fitted to play at no-trump, but in order that the opening bidder may have a further chance to declare without raising the bidding range too far. The no-trump response to show a minimum hand is one of the basic principles of the Culbertson Forcing System. It has been accepted quite generally by experts, although its acceptance by players in general has been somewhat retarded by the out-worn bugaboo that "no-trump is the king of all bids."

When a player realizes that by the use of this bid more information can be exchanged on the lower ranges of bidding than under any other system, he then appreciates its tremendous advantages, (Continued on page 86)







JEAN BARRY

HOYNINGEN-HUENÉ, PARIS

Here are some favourite dancers who are entertaining New York this summer. Jean Barry (left), and her partner, David Fitzgibbons, are appearing at the Central Park Casino. The Albertina Rasch dancers are in "The Wonder Bar," the popular personages on the opposite page in "The Band Wagon"



TWO OF THE ALBERTINA RASCH DANCERS

STEICHEN



# SEEN ON THE STAGE

by David Carb

EACH year when the world has whirled deep into spring, it expresses its new vitality by doffing the sombreness with which the other seasons have coated it and donning fresh, vivid, daring colours. The theatre does exactly the opposite—in spring, it fades to colourlessness; its bright winter blossoms are wilting, and the summer ones have not yet budded. The few productions that contrive to reach the metropolitan stage during this bare period have behind them neither faith nor charity, only a desperate hope—sometimes not even hope, just desperation.

That is the usual thing. But this spring, the theatre is unusual, as it has been all year—ever since the first curtains rose last September. During a fortnight when all the outdoors is aflower and playhouses, adhering to custom, should be given over to musty unattractiveness, two worthy, original dramas and an admirable revival have been presented in Forty-Fifth Street and MacDougall Street. Apparently, some producers have learned from certain happenings of the past nine months that there is a public hungry for drama, and, regardless of weather, location, and time of the year, will not neglect good fare. There are still many managers who do not realize that, but their number decreases constantly.

Both of the two worthy, original dramas which have been presented during the past two weeks are better



TILLIE LOSCH

in intention than in execution. That, of course, will shorten their careers considerably, and so those who prefer not to observe the changes that are taking place will continue to chant: "No play can succeed if it starts this late"—and go on ending their Broadway activities in March. It is futile to argue with such persons; better by far to let them stand pat with eyes closed until time and facts jar them into awareness and motion—or overwhelm them. The rest of us have learned at last that, although a great number of theatregoers leave town when the country burgeons, other numbers remain or arrive. And the sole reason the latter groups have not patronized the pieces which make their first appearances in April and May is that the plays, the acting, and the direction have been bad. It is now certain that if worthwhile things are produced well, large audiences will flock to them eagerly in any and all seasons.

For this year, it has been proved beyond a doubt that the theatre public of to-day is discriminating. And—the most encouraging thing that has happened in a decade or more—the young leaders of the theatre now know it and are responding to it.

Katharine Cornell has become her own manager and in that capacity is appearing in a fine drama—the first worthy of her talent in five years. Herman Shumlin, feeling that no one could project the values he saw in "Grand Hotel," did something he had never attempted before—directed it himself. Philip Barry abandoned the patter-playwriting that had brought him a fortune, studied his medium, and was metamorphosed—he wrote an adult, sincere, and searing drama. Worthington Minor directed two plays with great skill and with individuality, and the public, as well as people of the profession, recognized his ability immediately. Chester Erskin, after a year chained to a corporation that regards the theatre as a "feeder" for pictures, is again a free agent. Many others could be mentioned who have finally come to regard the theatre as a (Continued on page 100)



FRED AND ADELE ASTAIRE

CECIL BEATON





VON HORN

**The room with the fountain in the Casino Club**





• The little foyer, shown left, has walls painted in oyster-grey. The curtains are of light blue satin, a nice background for the statue, and the mural decorations by Louis Weinkelbaum are done in evanescent pastel tones. By day, the skylight floods the room with light; by night, the lighting is indirect

• Below is one of the private dining-rooms of the Casino. Here, Mrs. Carpenter covered the walls with dull oyster-white satin, falling in heavy folds and finished off with emerald-green fringe. The curtains are of antique-white taffeta, the rug is black with a white fringe, and the chairs are covered with green rep

## THE NEW WING

of the Casino Club

in Chicago

• This friendly little club, in the heart of Chicago's North Side, is the scene of many of the gayest parties of the city. The largest of the new rooms, on the opposite page, leads off the oval ball room. The walls are in emerald-green, the sofas are done in white leather, and the fountain is a clever combination of the cool drip of Lake Michigan water and of crystal drops appliquéd on the mirror. Venetian blinds screen the skylight. Walter Frazier was the architect, and Mrs. John Alden Carpenter did the decorations of the club



VON HORN



- The cruets in this exquisite silver stand (right) will inspire a masterpiece of a salad dressing; Jensen
- The salad bowl below is one of those hand-hewn affairs that are perfect settings for a salad. This is of olive-wood from Italy, but Lewis and Conger will approximate it for you in maple. The wooden spoon and fork have silver handles; Black, Starr and Frost-Gorham
- The bowl and plates at the right are of beautiful Wedgwood; from Plummer. The silver fork and spoon are in Benvenuto Cellini design, exclusive with Brand-Chatillon
- Left, below, are twin bottles for oil and vinegar and a French pepper-mill, without which no epicure begins a dressing; Lewis and Conger



LEON DE VOS



- The Spode bowl and plates (left) have a gay green design that is very summery and salady; Gilman Colamore. The black bone fork and spoon have silver handles; Jensen
- In the country, these pottery accessories (opposite) are amusing. Cruets from Ovington; salt and pepper dish; Alice Foote MacDougall



# VOGUE MIXES A SALAD

for the hostess



A SALAD is one of those things that is either beautifully right or desperately wrong. There are no in-betweens. It must be crisp and green and properly dressed, and, if it isn't those things, it is a dowdy failure. Shakspeare preceded Vogue's idea on this subject by several hundred years, in writing, "In my salad days—when my judgment was green." For all good judgment in the matter of salads is green—green as the curled-up leaves of iceberg lettuce and the yellowy green of chicory and the shining green of watercress. Every epicure proclaims this rule to the world, and every smart hostess practises it.

Let us, then, consider a perfect green salad in the making.

It can, of course, include any and every fresh thing that grows in a garden, and that is why it is at its triumphant best in spring and summer. Endive, romaine, chicory, watercress, dandelion, escarole, lettuce—one, two, three, or all of them make the perfect green salad, and, while there are many delicious and authentic variations (which we will consider in turn), a *mélange* of these remains the classic salad, in its truest sense of the word.

To begin at the very beginning, the greens are first washed, then every bit of moisture is shaken from them (the *cuisinière* on the facing page is shown using her *panier à salade* in the proper manner), or they are dried with a cloth and put in the refrigerator to chill. This

matter of drying is important. Strong men have been known to rise up in wrath at a bowl full of greens glistening with water, knowing that this spells ruination to any dressing. When the salad is served, it is heaped into its bowl, French dressing is poured over it, and the whole is well marinated, the leaves being turned over and over again in the dressing with a fork and spoon. The French dressing can be mixed in the pantry or at the table, the latter being a smart and amusing custom that has languished somewhat in the past, but is being revived with *éclat*. It is usually the host who is gifted in this direction, and he glories in his rôle, adding the oil and the vinegar according to his interpretation of the correct proportions and making a great rite of blending and seasoning.

On the Continent, this is the only variety of salad that is recognized, and foreigners are aghast before the American virtuosity in the matter of salads and their dressings. Consider for an instant that blight known in the American salad world as the "tomato surprise." A surprise it is, indeed, to those who, knowing the tomato for one of the most succulent ingredients of a proper summer salad, come upon this combination unawares. For here the tomato is prostituted into a "tomato cup," which is hollowed out to hold such ingredients as chopped-up chicken, nuts, and mayonnaise. Or there is that tea-shop confection, the "candlestick salad," in which a banana is stuck upright in a ring of tinned pineapple with a strip of green pepper making the handle and a maraschino cherry—heaven help us!—making the flame. This is an extreme example, to be sure, but it has its following.

With such desecrations consigned to the oblivion that they deserve, let us turn with relief to combinations that meet the connoisseur's approval. One such is a combination of watercress and leaves of romaine or lettuce. The salad bowl is lined with the single leaves and the watercress is made into loose little balls in the middle—as decorative as it is delicious. When the dressing is made at the table, the pattern has to be broken up, so that the salad can be mixed with its dressing, but the guests have seen it first undisturbed in its bowl.

Another consists of even slices of large ripe tomatoes that have first been marinated in French dressing, then covered up to the edges with minced chives and watercress. These are served in a bed of romaine or lettuce. Then, there is that group that includes chopped cucumber, tomato, radishes, and, occasionally, even asparagus tips. Once these invade the salad, it becomes known variously as "chiffonade," "summer," or even, (Continued on page 82)



LÉON DE VOS





STEIN AND BLAINE • SAKS-FIFTH AVENUE • MILGRIM • JAY-THORPE

### Sheer suits for high temperatures

It's sheer nonsense to think sheer materials are necessarily formal! Here are four sheer suits tailored and citified—perfect solutions to 96° Fahrenheit in town. This one is of blue-and-white dotted chiffon, cooled off even more by white mousseline de soie at the neck

If there's any power on the street, this year—it's brown-and-white. And, fortunately, it's about the coolest chromatic arrangement you can think of. Here it is, in a Cheney printed georgette dress and jacket, with the top of the dress of reverse print. Note the white gloves

For downright refrigerating qualities, you might go in for a jacket with short sleeves. This one is immensely chic, and both it and the dress are of brown-and-white georgette crêpe. The pleats on the jacket and dress are sympathetic to middle years, as well as youth

The odds are a little in favour of printed sheer suits, but, now and then, a plain sheer one stands out prominently. In this case, brown chiffon is used for the jacket and skirt, and white for the blouse—with brown buttons and a buckled belt. The tucking is very cleverly handled





KURZMAN • HAWES, INC • SCHIAPARELLI—MARY WALLS

### Keeping cool within the city limits

Maybe you've always thought red was one of those torrid, fireman shades that raised the temperature on sight. But here's a cool lobster-red with areas of white. The right side of the printed crêpe is used for the dress and sleeveless jacket; the wrong side for the collar

There's nothing country-cousinish about this crêpe dress. It's as urbane as any town silk, and the lady wears it into one of the smartest restaurants for lunch. It's of dull blue Japanese crêpe, which looks like silk, and it is made with a washable vest of white silk

Schiaparelli's black crêpe de Chine coat looks more like a dress than it does a coat. The cape-like scarf and the wide patent leather belt give it a gay buccaneerish look. The necklace is of white china beads. Under the coat is a black-and-white printed frock





## ACTIVE SPORTS

### on limited incomes

1. These light tan washable gabardine jodhpurs are a good choice when riding without a coat. They cost under \$10; Best  
2. A cool habit has a natural crash linen coat and light brown gabardine breeches; under \$50; Abercrombie and Fitch  
3. Easily laundered is a white golf dress of Du Pont "Ajolique." It has a mannish tie effect and costs under \$30; Knox  
4. This yellow cotton mesh dress has white buttons on the shoulders and hip pockets. It costs about \$15; Kathleen, Inc.  
5. A white cotton filet dress with a Talon slide fastener at the neck is a smart golf dress for all ages. The price is less than \$17, and it's from Jay-Thorpe

ARE you feeling active, since summer has filled the garden with flowers and the swimming pool with water? Have you the urge to dash off on horseback, swing a lively club, leap about the tennis-court, and liquidate in the ocean? Jump aboard the Income Limited and see how to engineer active sports on inactive incomes.

- If you can not foot the bill of made-to-order things, when about to embark on an acquaintance with your four-footed friends, be sure to have your ready-made habit fitted about the knees and shoulders and waist. Abercrombie and Fitch does this cheerfully and effectively.

- Your best number if you wish to ride inexpensively and very informally in the summer and look smart on a ready-made basis, is to get gabardine, cavalry twill, or Bedford cord jodhpurs (no, not whip-cord, only grooms wear whip-cord), jodhpur boots, and a blue, or brown, or white shirt worn open at the neck. That's all, if you ride without a coat.

- Do not try to match your coat and breeches. It is a breach of horseback etiquette. If you have made the mistake of getting a matching outfit, burn your breeches behind you and get a new contrasting pair. For summer, a coat of oyster-white salt sack, heavier and smarter than linen, worn over brick-red breeches, is good, and, if you wear a coat, of course you must button up your shirt and wear a tie, or else, you can wear a turtle-necked sweater.

- If your hair is of the kind that always appears neat or musses well, you can save on the hat. Never wear a bandanna.



• Jodhpurs are ideal in summer, but they belong to the slim only. If you are getting breeches, the boots that go with them are so hot in summer, so room-taking in the suitcase, and so expensive, that it isn't a bad idea to get canvas gaiters that lace (the kind worn by men) and wear them with high laced boots.

• In buying ready-made breeches, it is better to get the kind that lace, because they are more apt to fit than those that button, although they are not really quite as smart.

• Never, unless you want to look like the doubtful horsewomen who bounce about Central Park of a Sunday, wear wild coloured coats or waste a cent on white linen breeches. Canary coloured waistcoats, however, are very fine under rough brown tweed coats.

• It is not smart to look too smart on the golf course. A mannish polo shirt, with a white flannel skirt and a good belt, is in good taste when addressing the ball. The separate cream coloured cotton corduroy skirts at Best's can be washed and won't shrink. Another very smart, non-shrinking material for golf skirts, as well as dresses, is cotton mesh. It may be had in all colours, and, in case you have the little dressmaker already engaged, you can get it at McCutcheon's for about \$1.25 a yard.

• Skirts are neither receding nor falling, and waists are still where Nature made them, so—if you have become attached to an old tennis or golf dress—all you need to give it a 1931 dash is to add a new belt. In most of the department stores, you can get belts of braided string, in all colours, and some tie in the back with grosgrain ribbon. Mrs. Franklin, Inc., has some very inexpensive and very smart belts of what looks like coloured tennis tapes with leather buckles, somewhat reminiscent of the saddler. (Continued on page 94)

1. Chic for tennis — and for many other summer activities — is this one-piece white piqué dress; about \$15; Peck and Peck
2. Rows of stitching trim a two-piece white shantung frock; about \$35; Peck and Peck
3. It's smart to go to sea in Bradley pyjamas with a navy-and-white top and navy wool trousers; under \$17; Russek's
4. This Bradley suit has a navy-and-white top and blue wool trunks; under \$10; Russek's
5. Blue and white simulated hand-knitted wool fashions this B.V.D. suit; under \$16; Best







FORTNUM AND MASON • JOSEPH



FORTNUM AND MASON



L. BROGAN

FOTOGRAMS



FORTNUM AND MASON

• Country clothes for the younger generation, from the simple linens for play to the sheer, fragile fabrics for the summer afternoons—all these have been chosen by Vogue from various New York shops

• This button-trimmed frock, above, of white-dotted blue lawn has appliqué edges; Fortnum and Mason; shoes from Slater  
 • Very English and smart are these white sweaters and indestructibly pleated skirts and berets in green or red; Fortnum and Mason; Slater shoes. The nurse wears blue serge and a blue and white veil; Joseph  
 • (Left) Perennially smart is the suit, here of beige homespun tweed; beige beret, suit, and shoes from Fortnum and Mason  
 • (Centre) Sisters are very chic in printed lawn, with embroidered white organdie collars; bonnets to match; L. Brogan. The toys on these pages are from F. A. O. Schwarz



# HALF-PORTIONS OF CHIC

• (Right) Red pipings, buttons, and monogram accent a putty coloured linen suit; Gibby Thall; Fortnum and Mason shoes

• (Below) The sisters look enchanting in white dotted Swiss, with scalloped trimming bound in pink; hats to match; costume and shoes from De Pinna. The nurse wears cotton broadcloth; navy straw hat; Joseph

• (Centre) A white piqué coat and hat embroidered in red are refreshingly young. The older child wears white dimity fagoted in green—and note the return of the hair-ribbon. From L. Brogan; shoes from Slater

• (Lower right) Very French is this blue linen dress showing pink in its pleats and its facings; hat to match; from Gibby Thall. Shoes are from Slater



GIBBY THALL



DE PINNA • JOSEPH

FOTOGRAMS



L. BROGAN

GIBBY THALL



**One chic, long, dark coat may  
accompany many frocks**



**Designs for practical  
dressmaking**

**COAT No. 5683**—A coat for many dresses is this one of Forstmann woollen with full-length wrapped fronts and a rolled shawl collar with a fur underfacing; set-in sleeves. Designed for sizes 32 to 42

**FROCK No. 5682**—The dress under the coat is interesting in cut. The front panel meets the tucked section of the blouse and the back of the skirt, which extends to the back yoke. Designed for sizes 34 to 42



S3513

**FROCK No. S3513**—This one-piece frock of printed and plain georgette has a wrapped skirt with a shaped front and yoke joining the blouse. It has the very new seven-eighths sleeves. Designed for sizes 32 to 42



**ENSEMBLE No. 5686**—This one-piece silk crêpe frock has inverted pleats in the skirt and front and back panels extending above the belt. The jacket is a tie-on model. Designed for sizes 14 to 20 and 32 to 38

**FROCK No. S3514**—Very smart is this one-piece frock of flat crêpe in beige, worn with a black coat. Tucks trim the blouse, the tops of the raglan sleeves, and the hip yoke. It is designed for sizes 34 to 40



# MOCK TURTLE SOUP



*Exquisite blend by  
Campbell's famous chefs!*

Although Mock Turtle is a soup seldom attempted in the home kitchen, it has a rich charm and an epicurean appeal in its flavor which have made it famous with the bon vivant the world over.

To relish this exceptionally delightful soup on your own home table whenever you will, you have but to serve it as created, blended, touched to its last fine detail by Campbell's French chefs.

Tempting pieces of luscious meat in a rich beef broth with tomato purée, celery, herbs and sherry. A soup to grace the most fastidious table!



Your choice . .

Asparagus  
Bean  
Beef  
Bouillon  
Celery  
Chicken  
Chicken-Gumbo  
Clam Chowder  
Consommé  
Julienne  
Mock Turtle  
Mulligatawny  
Mutton  
Ox Tail  
Pea  
Pepper Pot  
Printanier  
Tomato  
Vegetable  
Vegetable-Beef  
Vermicelli-Tomato

11c a can  
(reduced from 12c)

MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS

Look for the Red-and-White Label



## DESIGNS FOR PRACTICAL DRESSMAKING

**FROCK No. 5690**  
This frock of printed crêpe has inserted flares at the sides and a blouse seamed in bolero effect; sleeves may be long. Designed for sizes 32 to 42

**FROCK No. 5689**  
Shaped seaming in the sectional skirt and a scarf buttoning at the side add interest to this frock made of crêpe roma. Designed for sizes 34 to 42

**EVENING FROCK No. 5691**—Circular frills cover the arms and trim this one-piece chiffon frock. It has a circular skirt, and is designed for sizes 14 to 20; 32 to 38



5690

5689



5693

5691

**LOUNGING PYJAMAS 5693**—These printed silk crêpe pyjamas have a jacket and trousers with inserted side sections, joining the bodice. Designed in sizes 32 to 42

**FROCK No. 5684**  
Cuffs and collar contrast in this one-piece flat crêpe frock, and the circular skirt has a back panel in one with yoke. Designed for sizes 32 to 42



5684

**Lounging pyjamas—day contrasts**

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 96



# Baby Teeth are *important*...Mother

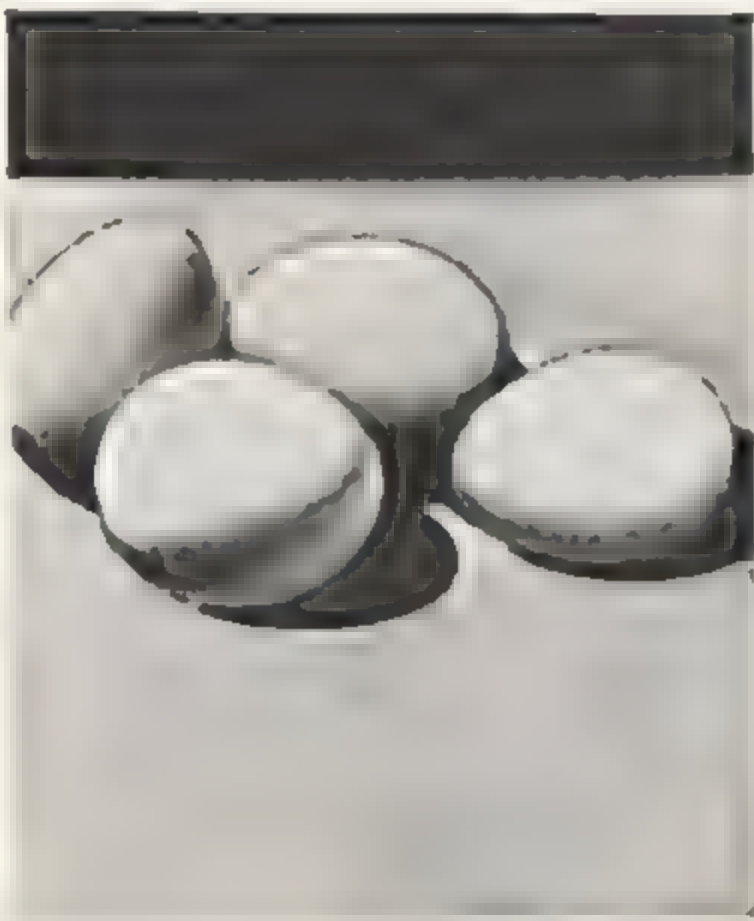
*Neglect them and your child may pay the penalty in later life. Here is some helpful information.*



**MILK** is abundant in the mineral which makes up the major part of the tooth.



**ORANGE JUICE**, the best known source of vitamin C, aids in firming gums.



**EGGS**, the best natural food source of the sunshine vitamin—also rich in iron.

Do these three things...to have strong, healthy teeth

- 1. At the left are some suggestions of what is good for you.
- 2. Use *Pepsodent* twice a day.
- 3. See your dentist twice a year (children oftener).



**N**O mother needs to be told how easily the first (baby) teeth decay. What many do not know is the trouble these teeth, when neglected, may cause in later years.

Backwardness in school, irritability, loss of appetite are immediate results. Imperfect permanent teeth, heart trouble, rheumatism, are often consequences to come.

To avoid these is so simple. Take your child to your dentist every few months—*immediately*, should you notice the slightest sign of decay or other trouble. Between times make sure your child uses *Pepsodent* tooth paste night and morning.

*Pepsodent—especially for children*

There are many tooth pastes you may hesitate to risk on children's soft teeth—but with *Pepsodent*—rest assured. The cleansing agent in *Pepsodent* tooth paste was developed after thousands of experiments and many years of research. It polishes enamel to a brilliant lustre. It is *twice* as soft as the polishing agent commonly used in tooth pastes. *Pepsodent* is supremely

Newly discovered  
**Pepsodent Antiseptic Mouth Wash**  
Now at your nearest druggist



**Film** is found by dental research to play an important part in tooth decay... to cause unsightly discolorations on enamel. It *must* be removed twice daily.

safe, as hundreds of laboratory tests on teeth have proved conclusively.

*Pepsodent* tooth paste is the most effective way of removing the troublesome film from teeth, which is the major cause of decay and other serious troubles.

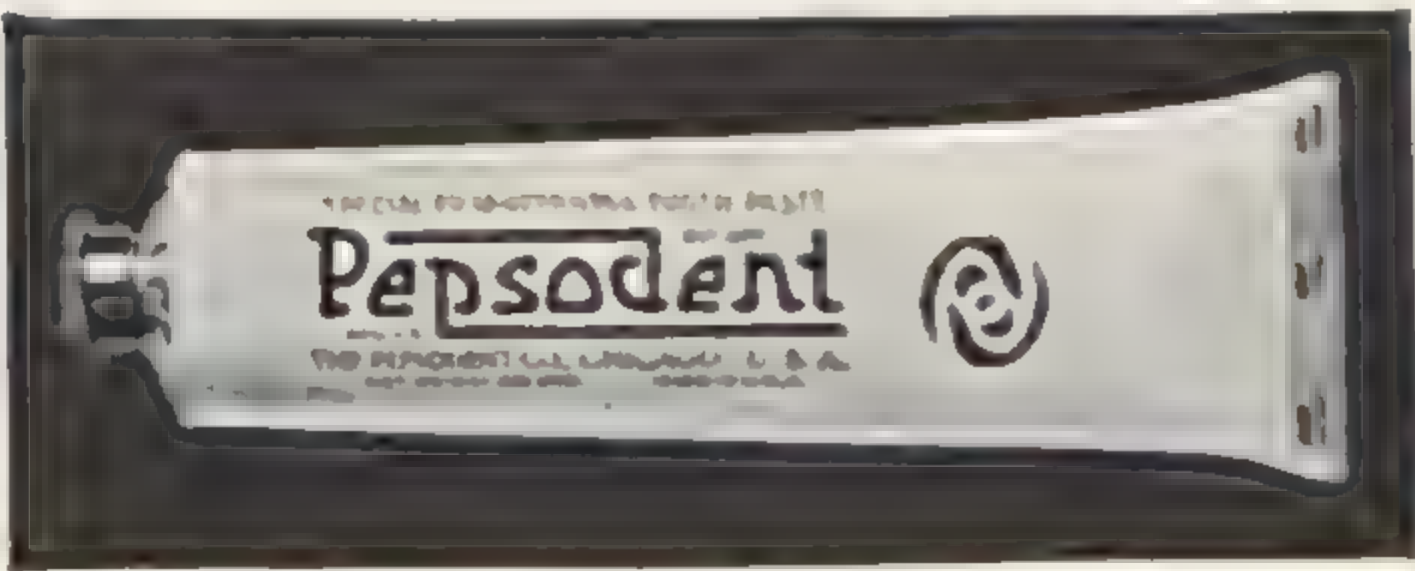
Film holds germs of decay against the teeth. To remove germs you must remove this dangerous germ-laden film.

Film is the cause of teeth becoming dull, discolored, because film absorbs the stains from foods and fruits. Removing film frees teeth of stains and makes them gleam and sparkle.

*Pepsodent*—the special film-removing dentifrice—is the scientific way to lovely, healthy teeth through life.



Amos 'n' Andy brought to you by *Pepsodent* every night except Sunday over N. B. C. network.



# Pepsodent—the special film-removing tooth paste



An adornment for your dressing table—this cool, gilt-stoppered "frosted" bottle; added enchantment for yourself—this marvelously refreshing Coty Talc. Choose it in white or delicate rose tint: \$1.



## WRAP YOURSELF IN ITS COOL, DELICIOUS FRAGRANCE

Defy the exhausting heat of Summer! Give yourself the cool protection of Coty Talc before you step into your lingerie, or draw on your sheer stockings. See what a difference this adorably fragrant powder makes in your sense of charm! You'll go through a day in town, crisp as a morning glory glimpsed at dawn, instead of looking—and feeling—like a wilted flower. You'll wear your frocks with a finer air, be a more exquisite woman.

*Coty*  
TALC

Deliciously scented with L'Aimant, L'Origan, "Paris," Styx, Chypre, La Rose Jacqueminot.



LÉON DE VOS

These very modern young women are the mannequins that are illustrating the Marie Earle makeup theories of individual colouring. They are to be on exhibition in some of the larger shops

## ON HER DRESSING-TABLE

**E**XERCISE—and you are an improved person, physically, mentally—and even morally! This enviable state can be accomplished in Dr. Savage's Exercise Institute in its new home in the Chanin Building, where you can profit by his well-proven treatments of years' standing. By studying your individual case and past records, this institute can strengthen, calm, and encourage you. The prescribed treatment for each individual case is carefully supervised and directed, and with the disappearance of functional disorders, superfluous pounds, and fleshy ills will go strained nerves and insomnia.

Those distressing parts of your body that insist on being too noticeable are massaged and put in proper shape by vibratory machines. A variety of these, adapted for the different sections of the body, send the blood tingling through your veins. Or you may be kneaded by others and your tired muscles and nerves smoothed out by their gentle persistence. If you feel generally seedy, you may climb aboard a "camel" or settle into a "rowing-

shell" and have all your muscles, both internal and external, made to function properly. If you aren't strong and everything disagrees with you, there is an especially built chair on which you may be comfortably vibrated towards a better digestion. There is bicycling in a heated cabinet; there are a squash court, exercise mats, wall appliances for posture—in fact, every sort of corrective equipment for every sort of trouble.

And while we are discussing healthful ways of beautifying ourselves, one of the most efficacious measures to take in beautifying our complexion is to drink plenty of water. We all know this, if only because physicians persist in telling us so, but too few of us practise it. One means of making sure of some of these glasses is to keep a bottle of fresh spring water, such as Poland mineral spring water, always near the dressing-table in a thermos bottle, and each time that we make up our faces or powder our noses—drink a full glass of water. When it becomes a habit, its benefits are manifold!

A breath (Continued on page 92)



HAVELAND

Prince Matchabelli provides the new "Pandora" box, which contains four small bottles of his delightful bath essences and a cake of the fragrant Pine Needle soap; from Bergdorf Goodman



# Four wise ways to Loveliness that famous women use

Distinguished for their beauty . . . for the irresistible grace with which they carry on an aristocratic tradition . . . the world's social leaders follow the Pond's way to personal loveliness.

Wherever their brilliant pursuits may take them, they give to exquisite skins this

*Lady Violet Astor*  
*Mrs. Morgan Belmont*  
*Mrs. Reginald Vanderbilt*  
*The Countess Howe*  
*Mrs. Anthony J. Drexel, jr.*  
*Mrs. Pierpont Morgan Hamilton*  
*Mrs. Alfred Victor du Pont*

same special care . . . and face an admiring world with radiant loveliness.

Follow their example. Equip *your* dressing table with these Two famous Creams, these softer Tissues, this marvelous Skin Freshener. And then watch for the soft new beauty that *must* glow in your skin!



1—For thorough cleansing, amply apply Pond's Cold Cream over your face and neck, with upward, outward strokes. Let the fine oils sink deep down into the pores and float the dirt to the surface.

2—With Pond's Cleansing Tissues wipe away every vestige of cream, dirt, make-up and powder. These delightfully *softer* Tissues are 52% more absorbent than ordinary tissues. Peach or white.

3—With Pond's Skin Freshener, which *cannot* dry your skin, briskly pat your skin till it is pleasantly aglow — to banish oiliness, close and reduce pores, tone and firm, bring lovely color to your cheeks.

4—Now smooth on a dainty film of Pond's Vanishing Cream for powder base, protection, exquisite finish. Use on your neck and arms—wherever you powder. Marvelous to keep hands soft and white!

TUNE IN on Pond's Program every Friday  
 evening at 9:30 P.M., D.S.T. Reisman's  
 Orchestra. W.E.A.F. and N.B.C. Network.

SEND 10¢ FOR POND'S 4 FAMOUS PREPARATIONS

Pond's Extract Company • Dept. T • 110 Hudson Street, New York City

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

© 1931, Pond's Extract Company





THE ultra-moderne bath demands these gorgeous new colored soaps—Pall Mall, *Les Savons Exquis*. Made in a variety of delightful pastel shades, each tint perfumed with an exquisite flower odeur. Luxuriously wrapped and packaged. Only the finest obtainable materials are used in the Pall Mall soaps, and they produce an abundant lather which soothes delicate skin. Truly, then, here is a savon for milady without an equal anywhere! At left, Pall Mall *Savon Cheri*, in three tints. Box of three, \$1.00. At right, Pall Mall *Savon Chic*, in three tints. Box of four, \$1.00. Available at exclusive shops. Pall Mall Internationale, 509 Fifth Ave., New York.

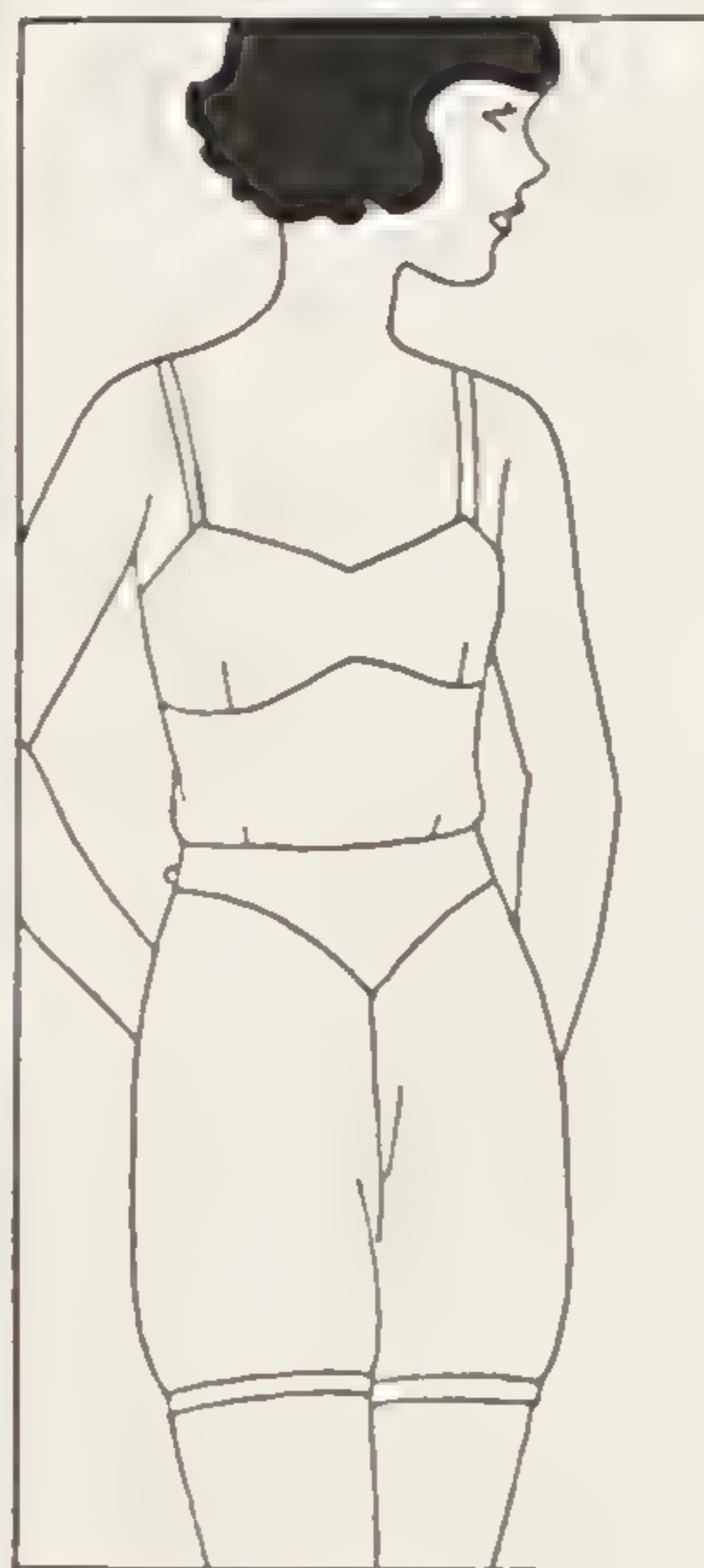
## MINOR NECESSITIES OF CHIC



APRON No. 3177—The young gardener will find this apron of Ryan's "Paris lawn" very comfortable. Designed for sizes 2 to 8

FROCK No. 3174—This frock of sheer Peter Pan linen is box pleated front and back. Designed for sizes 4, 6, and 8 years

FROCK No. 3175—This frilled dimity frock has shirrings below the yoke in front and back. Designed for sizes 2 to 8 years



LINGERIE SET No. 3176—Of crêpe de Chine are this vest with brassière top and yoked knickers. Designed for sizes 10 to 14

PYJAMAS No. 3178—Striped cotton pyjamas with a drop seat and long or short sleeves. Designed for sizes 1 to 14 years



PALL MALL  
Les Savons Exquis

DESIGNS FOR PRACTICAL DRESSMAKING



# Rainy Weather

## WILL NOT RUIN *This* WAVE

Now you can train a lasting Wave into your Straight Hair



Daily your wave grows deeper until you need only spray on La Gerardine after the shampoo . . . When used as a setting lotion for a "permanent," La Gerardine benefits the health of the hair and gives added loveliness to the wave.

A DARK DAY . . . air heavy with humidity . . . steadily pouring rain!

Does your freshly set wave come out horribly, its stringy ends slowly creeping down over your cheek? No, indeed! Not if you have a Gerardine trained wave.

La Gerardine, the new Paris-discovered lotion, actually develops a natural, lasting wave in hair that has always been straight. Dampness only deepens it.

x

AFTER TEN YEARS of astounding success in Paris, La Gerardine was brought to this country a year ago. And already more than 100,000 American women are using it.

You can easily train your own hair at home, or you can have your own hairdresser give you the Gerardine treatment. More than 3,000 leading beauty shops are giving their patrons the Gerardine treatment.

Miraculously, La Gerardine shows results after the very first application. The hair is softer, more lustrous and sets into deep, beautiful waves. Soon, the wave deepens—becomes more lasting. Finally, it needs only to be sprayed with La Gerardine after the shampoo.

La Gerardine is absolutely safe for the most delicate hair and does not affect the color of dyed, bleached or white hair. It is extracted from rare, beneficial herbs and is free of all alcohol, oil or glycerine. It is neither sticky nor drying.

La Gerardine is sold at the toilet goods counters of leading stores at \$2.00 the bottle, with a booklet of simple instructions. A complete home treatment kit, including La Gerardine, atomizer, brush, and six combs, \$3.50. La Gerardine Salon, 15 W. 46th St., N. Y. C.



Before you go out for the evening, spray on La Gerardine and put your wave into place with the fingers, or set with combs. No matter how damp the air, your hair remains beautifully groomed!

La GERARDINE, INC. 122 East 42nd Street . . . New York City  
Harold F. Ritchie & Co., Inc., New York. Sales Representatives





## THE LOLL

is French and most adaptable



✻ (Above) — KID WITH A VIVID HEEL FOR LOUNGING ✻  
 ✻ (Below) — CRÊPE AND PEARLCLOTH FOR BOUDOIR ✻

CHANTAL designed the Loll exclusively for Daniel Green. It is straight from Paris where pajama fashions start! Now Daniel Green makes it in gorgeous colors and fabric variety. Wear it in brilliant kid for lounging. Choose a crayon-tinted crepe for boudoir elegance. Ask for the Loll at any good department store or shoe shop. It's this year's favorite and quite inexpensive!

THE DANIEL GREEN COMPANY, DOLGEVILLE, N. Y.



*If you don't see the Daniel Green name... on the sole or in the lining... it's not a Daniel Green slipper.*

# DANIEL GREEN

## LEISURE FOOTWEAR

## BLOUSES FOR THE SHEER SILK SUITS OF THE SUMMER



BLOUSE No. 5687—Here is a flat crêpe blouse with very chic lines. The diagonal, buttoned closings sweeps generously to one side to meet the wide, one-sided collar. The set-in sleeves have linked closings. Designed for sizes 14 to 40



5687



BLOUSE No. 5688—A blouse with a full jabot has a fresh look that makes it very chic with a summer suit. Shown at the left, above, this blouse is of crêpe de Chine with long set-in sleeves—a tailored version for morning. Designed for sizes 14 to 40

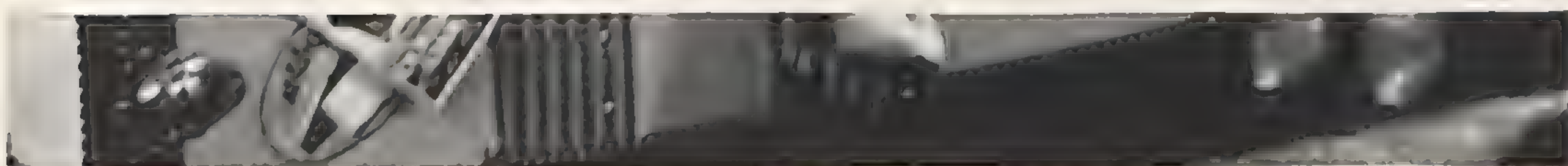
BLOUSE No. 5688—Shown at the right in the sketch is the same blouse in triple chiffon edged with lace—a rather formal interpretation that goes well with the sheer blacks of town. It may be a tuck-in or an overblouse. Designed for sizes 14 to 40

DESIGNS FOR PRACTICAL DRESSMAKING





## Kotex stays comfortable for hours —even in warmer weather



Warmer days . . . vacation plans . . . make Kotex more than ever necessary; it is shaped to fit and easily disposable.

AS vacation-time approaches, daintiness and comfort are more and more important . . . particularly in sanitary protection. You must feel immaculate, at ease all of the time. That's why it is wise to specify Kotex.

### *Aid to daintiness*

Kotex, for one thing, is treated to deodorize . . . a real necessity on warmer days. It is cool and delicate. Its filler is laid in many filmy, air-cooled layers. These layers of Cellucotton—not cotton—absorbent wadding act as quick, complete absorbents in themselves. And not only that—but they serve to carry moisture swiftly away from one area, leaving the protective surface delicate and comfortable for hours.

Kotex softness, you see, is not merely an apparent softness that soon packs into chafing

hardness. It *stays* soft. Kotex, by actual test, is five times more absorbent than surgical cotton. Kotex stays comfortable for hours.

*Kotex may be worn on either side with equal protection.* There's no likelihood of embarrassment or discomfort from wrong adjustment. You can remove layers to meet changing needs.

### *Hospitals, too, specify Kotex*

Our leading hospitals use great quantities of Kotex and the delicate absorbent of which it is made. They buy enough annually for millions of pads. What a rare tribute to its hygienic safety, its efficiency!

Make it a point to specify Kotex. Buy it by name at any drug, dry goods or department store. Also singly in vending cabinets through West Disinfecting Company.

### IN HOSPITALS . . .

- 1 The Kotex absorbent is the identical material used by surgeons in 85% of the country's leading hospitals.
- 2 *The Kotex filler* is far lighter and cooler than cotton, yet absorbs 5 times as much.
- 3 *Kotex is soft . . .* Not merely an apparent softness, that soon packs into chafing hardness. But a delicate, lasting softness.
- 4 *Can be worn on either side* with equal comfort. No embarrassment.
- 5 *Disposable*, instantly, completely.

Regular Kotex—45c for 12  
Kotex Super-Size—65c for 12

### *The new Kotex Belt. 50¢*

Brings new ideals of sanitary comfort! Woven to fit by an entirely new patented process. Firm yet light; will not curl; perfect-fitting.

(U. S. Patent No. 1770741)

# KOTEX



# NEW IDEAS

## IN FASHIONABLE WATER WEAR



### "U. S." HOWLAND *Patented* BATHING CAP REALLY WATERTIGHT

Here's news that every feminine swimmer will welcome gleefully! The "first and only" cap that really keeps hair and ears dry. The illustration shows the patented vacuum cup feature that turns the trick.



### THE DEAUVILLE ENSEMBLE

Cap, belt and shoes in the smart new Deauville basket-weave effect—outstanding design of the season and the talk of the winter resorts! Your choice of heel heights, including the new Cuban. Every desirable color.

### "CHIC" *Patented* SHOES

With those flattering high heels that Hollywood beauties prefer, and reinforced arch and counter. The smartest shoes on any beach! Model illustrated is in the new Deauville basket-weave design.



These smart modes—and many others—are *exclusively* "U. S." *Water Wear*. The way to find them—look for the "U. S." window display! There's a dealer near you.

### THE "U. S." SEA CIRCUS

A whole menagerie just for fun! The most complete line of water animals and toys at popular prices.

United States  Rubber Company

## FASHION HAS ITS SEASON AT THE BEACH



• BEACH ROBE No. 5648—Cannon towel-lining. Designed for sizes small, medium, large

• BEACH PYJAMAS No. 5572—Of heavy linen; sun back. Designed for sizes 14 to 20; 32 to 38

• BEACH TROUSERS 5643 BLOUSE No. 5620—Designed for sizes 14 to 42; trousers, 26 to 36



• BATHING-SUIT 5577 Of jersey from Security; bolero. Designed for sizes 14 to 20; 32 to 38

• BEACH SUIT 3162 Backless with suspenders; hat, sectional. Designed for sizes 1, 2, 4

• BATHING SUIT 5642 Two-piece suit; buttons on shoulders. Designed for sizes 32 to 40

DESIGNS FOR PRACTICAL DRESSMAKING





"The same woman...  
but  
with infinite variety"

Women were skeptical about the off-the-face hats...Elizabeth Arden taught them what to do! Then came the new colorings. This seemed an even greater problem, but again Elizabeth Arden has stepped into the breach, and with her fascinating and individual new make-ups has enabled women to face the sun with confidence and assurance. • Woman now matches her face to her gowns, and colors no longer fill her with fear. She can wear anything and always look beautiful.

DEMEYER

"What make-up shall I wear with the new color-contrast fashions?" smart women are asking. Miss Arden's stylist has devised charming make-up ensembles for the contrast effects that are most prevalent. Here are some of them:

### First the Tri-Colors

- WITH RED, WHITE AND BLUE...it is smart to harmonize your make-up with all three colors. Use a slightly darker foundation, Rachel or Mat Foncé Powder, dark Amoretta cream rouge to contrast with the white of your costume. Have your lipstick duplicate the color of the red in your frock and your Eye-Shado repeat the blue of the dress. Black Eyelash Cosmetique is effective.
- WITH RED, YELLOW AND BLACK...brunettes will remain rather dark-skinned, but avoid sallowness; blondes will choose a make-up with a dash of pink in it. Green Eye-Shado for both blondes and brunettes is most alluring. A lip rouge that matches the red in the costume is suggested.
- WITH LIGHT GREEN, RUST AND DARK GREEN...a clever, new combination that is particularly charming with a tanned skin—use a dark foundation, a

warm tone of rouge, and a lipstick that echoes the red-orange tone of the rust in your ensemble. Green Eye-Shado and brown Cosmetique are suggested for both brunettes and blondes.

### Then the Bi-Colors

- WITH BLUE AND WHITE...BLACK AND WHITE...BROWN AND WHITE...your make-up accessories must harmonize with the color nearer your face. If the white area is nearer your face, use a rather dark shade for your powder foundation...a warm shade for your rouge, Poudre d'Illusion in Banana or Rachel...and a very vivid lipstick, preferably the new indelible "Chariot."
- WITH BLUE the predominating color of the contrast combination, wear a light foundation...a light shade of rouge...powder with a dash of pink in it, and a bright lipstick. Your Eye-Shado must repeat the blue of the dress. For eyes that are blue try finishing the lashes with light blue Cosmetique tipped with black.
- WITH BROWN the principal tone of a bi-color costume, use Rachel foundation and a rouge that will deepen the brown tone in the skin. The Banana shade of Poudre d'Illusion blends well

with brown. Use a bright lipstick...Flame is suggested. For the eyes...light brown Eye-Shado and green or black Cosmetique.

• WITH BLACK, a quite vivid make-up is smart. Blondes with fair skin will keep it so, using a light foundation, Illusion Powder, Light Amoretta Rouge, and a bright lipstick, preferably "Chariot." Blue Eye-Shado and black Cosmetique will add interest to the eyes. Brunettes will intensify the olive tint in their skin by using a rather dark foundation, Dark Amoretta Rouge and a bright lipstick. And for the eyes, try this thrilling make-up...light brown Eye-Shado over the entire eyelid, green Eye-Shado over the iris of the eye, and black Cosmetique on the lashes.

• Miss Arden feels confident that, with these suggestions to guide you, you will be able to create some very interesting make-up ensembles of your own to complement your new clothes.

• Elizabeth Arden's Make-Up Creations are on sale at smart shops everywhere at these prices: Amoretta Cream (foundation for a dry skin) \$1, \$2. Crème de France (foundation for an average skin) Tube \$1.25, Jar, \$2.50. Lille Lotion (foundation for an oily skin) \$1.50, \$2.50. Rouge Amoretta, \$2.50. Poudre d'Illusion, \$3. Lipsticks, \$1.50. Cream Eye-Shado, \$1.50. Eyelash Cosmetique, \$1.25.

ELIZABETH ARDEN  
691 FIFTH AVENUE • NEW YORK



# Pinehurst hats



*two of the smartest Hats for Summer*

*that match*  
**SMARTNESS with COMFORT**



● **The MAYFAIR**

*A quill at just the proper angle a shallow crown a narrow brim rolled in back a distinguished felt for town or country.*

● **The CLUBHOUSE**

*Panama is the favorite "white with color" hat for Summer There's style and comfort in this sports or town wear model.*

Sizes graduated from 6½ to 8 (20½" to 24½") insure a "fit like a glove."  
Leading stores in principal cities show them at Seven-Fifty to Ten Dollars

J. BLOOMFIELD & CO., Inc., 101 WEST 37th STREET, NEW YORK

**thirteen HEADSIZES**



LEON DE VOS

Here is a practical and workmanlike set for those who make a rite of mixing the dressing at the table. It was all assembled at Lewis and Conger

## F O R T H E H O S T E S S

(Continued from page 63)

if you like, "combination" salad, and, by any name, it is just as delectable, if it is properly made. This means if it is all mixed up in a mélange with the ingredients well marinated in the dressing. For these salads, there can be a special dressing in which chopped hard-boiled eggs, beets, chives, and parsley are well blended with the classic French dressing. In smart restaurants, after showing you this salad in undisturbed perfection, the waiter cuts it all up for you, so that it is even more completely blended.

### VEGETABLES IN SALADS

Also to be considered is the salad of fresh vegetables. This has a genuine salad standing, because of the crisp freshness of its ingredients, but it is frankly a deviation and should not be regarded as a course in itself, but rather as a supplementary dish to an entrée at luncheon, perhaps, or a buffet supper. One exception to this classification might be the string-bean, which can be a salad in and of itself at an informal meal. In its young and tenderest version, it is cooked, chilled, mixed with a soupçon of minced onion, marinated in French dressing, and served in a bed of lettuce or romaine to an appreciative audience.

Endive can come bravely to the table as a salad in itself, but there are certain warnings to be made about this. It should be very good endive to begin with, since, when it is less than perfect, it lacks flavour, and it should be carefully separated, never served in stalks that are practically impossible to cut through. French dressing, as always, is its classic accompaniment. Some people like Roquefort cheese in this dressing—others do not. If you serve it, be sure that the cheese is mashed to a cream and beaten up in the dressing till not a single hard particle remains. Another innovation is finely chopped bits of very crisp bacon beaten up in the dressing. It's good, but your purist probably won't approve of it.

Chilled asparagus makes an excellent salad course. Again, French dressing, which you can transform into vinaigrette by the addition of finely chopped green pepper, beets, parsley, and, if you like, sour pickles or chives. Do resist, however, the strip of pimento that seems by many to be regarded as the necessary bit of decoration to be draped about asparagus when it makes the salad course. This vinaigrette dressing is also an ideal accompaniment for cold artichokes. These should be ice-cold, by the way, and thoroughly drained of every bit of moisture. When you serve French or vinaigrette dressing with artichokes, it is only kind to provide little glass bowls (deep ash-trays or glass nut dishes will serve) for the dressing, in which every delicious leaf can be dipped in turn.

Alligator-pears and the California calavos are an American conception of the salad course, but, in this instance, a good one. Here, lemon-juice is often substituted for all, or part, of the vinegar in the French dressing that accompanies them, whether they are served in halves or in slices. Hearts of palm have a place in salad aristocracy, for, though they come out of a tin, they are delicious and have a flavour which, once you acquire a taste for it, strikes a high note in the series.

### THE SALAD DRESSING

Throughout this discussion, French dressing has appeared more times than you can conveniently count, and that is, of course, because it is an inherent part of a true salad. Mayonnaise has its place with lobster and chicken and the salads that aren't really salads at all; no one has ever found an adequate excuse for Russian dressing; and the chiffonade and vinaigrette varieties already mentioned have French dressing as a base.

As to the ingredients of the dressing, this is something about which the salad expert (Continued on page 84)



*All for Beauty*



# *A Beautifying Finish* by *Harriet Hubbard Ayer*

*Both for daytime and evening the loveliest finish for your skin is achieved with HARRIET HUBBARD AYER preparations.*

*First a cleansing with LUXURIA to release all dust and grime from the pores and to lubricate and soften the skin. Then pat your face with EAU de BEAUTE Skin Tonic to refresh and brighten it. Lastly, smooth a thin film of BEAUTIFYING FACE CREAM all over your face and let it seep in for a moment. Wipe off any excess, leaving just enough to hold your powder. If you prefer a vanishing cream as a powder base, use the delightful AYERISTOCRAT VANISHING CREAM. Dust lightly with a HARRIET HUBBARD AYER powder of the right weight and color for your skin. You will be enchanted with the delicate perfection of this finish.*

LUXURIA costs 40c, 75c, \$1.75, \$2.50. EAU de BEAUTE 75c, \$1.50. BEAUTIFYING FACE CREAM 75c, \$1.50, \$4.00, \$6.50. AYERISTOCRAT VANISHING CREAM 40c, 75c, \$1.50.

*The HARRIET HUBBARD AYER method of skin care is described in the booklet "All for Beauty," which goes into every detail that concerns one's looks. A copy will be sent you free on request.*

## HARRIET HUBBARD AYER

INCORPORATED

## BEAUTY PREPARATIONS

LONDON

NEW YORK

PARIS



(Continued from page 82)



## Keep white shoes a PURE WHITE with Kydet

KYDET' is the perfect cleanser for white footwear. All the soils of summer—sand, mud, grass stains, even grease spots are safely whisked away in a twinkling. Just a few moments of gentle rubbing and spots are removed, not covered up. Kydet' restores the original whiteness and thus avoids that gradual yellowing which results from improper cleansing. It keeps the leather soft and supple. For linen and canvas Kydet' provides special cleansers. There is still another for silk and satin (which successfully cares for the popular shantung). Whatever the season, whatever the shoe, Kydet' gives you the proper color and the proper preparation for perfect care.\* You will find it almost everywhere that fine shoes are sold—the new beauty treatment for delicate footwear—priced 50 cents.

\*Kydet' in colors can be used to tint white silk and satin slippers.

WHAT COLOR SHOULD I USE ON MY SHOES? KYDET' COLOR ENSEMBLE CHART—SUMMER 1931				
KIND OF LEATHER	FOR DARK SHADES	FOR MEDIUM SHADES	FOR LIGHT SHADES	FOR EXTREMELY LIGHT SHADES
BLACK	KYDET' BLACK (for bright finished leather or patent leather) DULL BLACK (for dull finished leather)			
BROWN (or Tan)	PRADO BROWN KYDET' BROWN	SUNBURNED TAN CHAMPAGNE KYDET' TAN	KYDET' TAN KYDET' BLOND	EGGSHELL KYDET' BLOND
WHITE	(for glossy finished leather) WHITE GLAZE (for dull finished leather, Kid, Buck or NuBuck) WHITE KID CLEANER			
RED	KYDET' RED	KYDET' RED	KYDET' PINK	KYDET' PINK
GREEN	DARK GREEN EMERALD GREEN	KYDET' GREEN	KYDET' GREEN NILE GREEN	N'LE GREEN
BLUE	DARK BLUE	LIGHT BLUE	LIGHT BLUE BABY BLUE	BABY BLUE
PURPLE	VENETIAN PURPLE	KYDET' LAVENDER	KYDET' LAVENDER KYDET' ORCHID	KYDET' ORCHID
GRAY	FRENCH GRAY	FRENCH GRAY	FRENCH GRAY	FRENCH GRAY
YELLOW	KYDET' BLOND	KYDET' BLOND	EGGSHELL	EGGSHELL SMOKED ELK
METALLIC	Use Kydet' Bronze, Gold or Silver for Bronze, Gold or Silver Leather or Fabric			
FABRIC FOOTWEAR Silk & Satin Linen & Canvas	Use Kydet' Satin Cleaner for all colors and shades. Use Kydet' Linen and Canvas Cleaner for all colors.			

For a dainty flask, free, in any color on the Ensemble Chart, address The Barton Manufacturing Co., 4157 N. Kingshighway, St. Louis, Mo.

**Kydet**  
SHOE CREME  
A BARTON PRODUCT

feels deeply and personally. While various schools of thought exist in this matter, they seem to be agreed on basic principle—the proportion of three, four, or even five parts of oil to one part of vinegar—the very best oil and vinegar that money can buy—with salt and freshly ground pepper to taste. A true expert wouldn't think of beginning his dressing without a pepper-mill at hand, one of the little "moulins à poivre" that grinds out fresh pepper. (Two of these "moulins" are shown on pages 62 and 82, and there are very lovely silver ones to be had, as well.) Some epicures will use nothing but tarragon vinegar; others like a proportion of half tarragon and half the best cider vinegar. Paprika is a moot point—should it be added, substituted for half the pepper, or ignored all together?

### THE RITES OF THE DRESSING

When the dressing is made at the table, the connoisseur sits with his two bowls in front of him, the large one with the salad greens, the small one in which he is going to work his magic with the dressing. The dressing bowl or the salad bowl, or both, may have been rubbed with a clove of garlic or onion or scoured with a piece of bread that has been rubbed with onion. Or the maestro may depend on finely chopped chives for this flavour. At any rate, into the bowl goes the oil, then the vinegar and the seasoning, added a little at a time and beaten, beaten, beaten. Your true connoisseur has a bit of bread or toast near him that he dips into the dressing, so he can taste it, to tell when it has reached that final point of perfection. He may tell you emphatically that dry mustard is an inherent part of every good dressing. He may add finely chopped hard-boiled egg. A drop or two of Worcestershire and tabasco sauces may be the secret of his blend. It is fun to experiment for yourself, and you may find an unexpected gift for seasoning that will bring you renown. When the rites are all completed and the dressing is finished, it is poured over the salad and blended thoroughly with it.

Some years ago, there existed an organization known as the "Salad Club" at which earnest gentlemen gathered for the sole purpose of concocting and consuming a salad, and, at each meeting, a different member made the dressing beneath the closest and most exacting scrutiny. The rare guests who were bidden to these feasts still cherish the memory.

### THE SALAD AND WHAT GOES WITH IT

After exhausting the matter of what goes into a salad, there remains the question of what goes with it, for something should go with it, if it is only a bit of a biscuit. Of course, a green salad is the proverbial accompaniment to any form of game, and no one who takes a menu seriously would ever serve a bird without it. Many

smart hostesses feel that, when the salad is a course in itself, thin slices of cold meat or game should always accompany it. The French "jambon de Parme" is delicious for this, as are *pâté de foie gras en gelée* and the pork and game "pies," which are really pâtés. If you don't serve meat or game with your salad—and, while it is smart to do so, it isn't necessary—cheese is an excellent supplement; almost any kind you like, accompanied by the simplest of crisp biscuits, the variety known to most of the American world as crackers. One hostess always has an Edam cheese passed with the salad, its red colour in gay contrast to the green. Another makes an assortment of cheeses a feature of her salad course (served on a cheese board, in the way that Vogue illustrated in the January first issue). Cottage cheese with chopped chives complements a green salad pleasantly. Or the cheese can be in the biscuits themselves—cheese puffs or straws or pastries that can be made with puff paste or purchased in the better bake shops.

As to the service of the salad, at smart houses, the salad comes out of a bowl, passed to each guest in turn, never "arranged" in the kitchen on individual plates. And the hostess who has a true feeling for her salad makes a point of finding the most charming bowl she can to put it in.

The olive-wood bowl shown on page 62 is one of those hand-hewn affairs that are perfect settings for a green salad at an informal meal. This one came from Italy, via England, but Lewis and Conger can approximate it for you in maple. These wooden bowls are never washed, but carefully wiped out with a cloth, so that the wood becomes impregnated with the flavour of countless perfect dressings. A red lacquer bowl, such as can be had from Yamanaka, filled with a green salad is an enchanting sight, especially in summer, and there are any number of lovely china bowls that do honour to the salad, such as those of Spode and Wedgwood that appear on page 62.

### SALAD ACCESSORIES

When the salad dressing is made at the table, the master mixer demands that everything be conveniently at hand. He may favour the stern simplicity of the set that has been assembled on page 82, or a group of exquisite accessories in glass and silver, or gay pottery pieces for a country table. If the dressing is made in the pantry, there are convenient mixing bottles, with the proportions of oil and vinegar marked clearly on the sides, in which the dressing can be shaken until it is thoroughly emulsified. Of further practical aid in salad making are the wire salad baskets, for washing the green things and string bags for keeping them in the ice-box, never forgetting those convenient compartments in some electric refrigerators, which are a tremendous boon in keeping things fresh and crisp.





A POWDER BY GUERLAIN . . .  
ACCENTED WITH  
THE ELEGANCE OF SHALIMAR!



To whom but Guerlain do you look in your quest for the perfect perfume? Whom may you rank beside him in any discussion of the perfumer's arts? To his Shop, 68 Champs Elysees, comes all the brilliant world, convened from fifty capitals, for M. Guerlain is such an individualist that he permits no shop in Paris save his to sell his precious essences! Last season he announced a new powder—a new powder perfumed with SHALIMAR! And the little universe of Paris was humming with the news. Impalpable in texture; original in the blending of its tints, it is a powder that clings like a cobweb, and yet is as light and airy as a sunspeck. And to crown all, it is tinged with the immortal charm of SHALIMAR, the first perfume of the first perfumer. No need to recount its history. Alleluias were sung in its praise . . . a poem of approval was rhymed upon the counters of 68 Champs Elysees. Its welcome was unfeigned. M. Guerlain does not seek to make his powder for the millions, but perhaps it is the passport to loveliness that your cheek implores.

Shalimar Powder \$2 . . . Five Shades

Shalimar Perfume \$25 and \$12.50

SHALIMAR POWDER • GUERLAIN  
PARFUMEUR  
PARIS





## the Hand-Knitted BATHING SUIT

is the only one that matters in Europe now. In fact, the only one that *has* mattered, as far as smart women are concerned, for the last couple of seasons. It is in-

evitable it should follow the course of all really good fashions and be seen this summer, worn by the right people, at the important American resorts.

**A HAND-KNITTED SUIT** has the advantage of holding the figure firmly. It feels like nothing at all slipping through the water, and, since it *is* hand-knitted, it is the most individual bathing outfit you could possibly choose.

**BECAUSE** this kind of thing has always been a Franklin forte, the Franklin shops know how a knitted suit should be made—narrow-shouldered, beautifully fitted. We are showing a complete collection. In red-brown and white—blue and white—clear yellow and white . . . all the positive color combinations of this season's bathing suit fashions . . . \$45



Mrs. **Franklin inc.**

NEW YORK • 16 EAST 53rd STREET • PHILADELPHIA • 260 SOUTH 17th ST.  
Resort Shops at • PALM BEACH, BAR HARBOR, YORK HARBOR, WATCH HILL

## THE FORCING SYSTEM IN CONTRACT BIDDING

(Continued from page 57)

as the finding of the best bid in the hands is an absolute essential to successful Contract.

The Forcing Two-Bid which shows a hand of nearly game strength is an admitted, but necessary evil, but it should be used only on hands of such tremendous strength as to justify the belief that with a minimum of support or perhaps with no support from partner at all a game contract can be reached and made. Hands of balanced distribution such as: 5-3-3-2, 4-4-3-2, 4-3-3-3, must have not less than five and a half honour tricks to justify opening with a bid of two. Hands of uneven distribution, as: 4-4-4-1, 5-4-4-0, may safely be opened with a Forcing bid of two if they contain five honour tricks. With the two-suiter type of hand, such as: 5-5-2-1, 6-5-1-1, 5-5-3-0, the bid may be made with not more than four and a half honour tricks. The two bid, if unwisely and optimistically used, brings in its train staggering losses.

Take a hand such as: ♠-A-K-x-x-x; ♥-A-x-x; ♦-A-x-x; ♣-K-Q. This hand contains five honour tricks, but its balanced distribution should warn the player against opening with a higher bid than one. Unless partner can make a free response, this hand can not go game, and, should it be opened with a bid of two in a suit, the partnership is committed to keep the bidding open until a game is reached. If you are requiring your partner to continue to bid, whether he holds trick-taking cards or not, you must at the same time safeguard him against losses.

The mere possession of five honour tricks does not do this if the distribution of the hand is unfavourable to its best developments. The sound basis then for opening bids of two in a suit is either tremendous honour strength in the hand of balanced distribution, or length and strength in two or more suits to make reasonably certain the fulfilment of the game contract. In our system, the Forcing Opening Bid, and its corollary, the Forcing Takeout, are absolute guarantees that the bidding will not stop short of a game contract.

### OPENING BIDS

Opening bids of three in a major suit or four in a minor suit in the Culbertson System show a strong trump suit, good for five or more trump tricks, and a strong defensive hand. Your partner may therefore raise without that adequate trump support required for opening bids of one or two. In the Culbertson System, even though he holds a singleton, if he has a bonafide raiser in the shape of a trick in another suit, he is justified in giving you a raise. For this reason, these bids should not be used with less than the minimum trump strength and outside strength given above. Major suit three bids guarantee to partner ability to take eight out of thirteen tricks. Minor suit four bids assert that the hand is good for nine of the thirteen tricks. In either case, you need approximately four honour tricks, and the balance should be made up of low trump or side-suit tricks.

An opening bid of three in a minor suit is not generally recommended. It

is neither fish, flesh, nor fowl and always places the responding hand in the position of making a guess. And there are only two things about guesses—they are either wrong or right. Wrong guesses at Contract have a habit of being extremely expensive, and guessing has no proper place in scientific Contract bidding.

Opening bids of four in a major suit, or five in a minor, are frankly preemptive. They should be made on hands of great attacking but little defensive strength. For example, take this hand; ♠-A-K-Q-x-x-x-x; ♥-x-x-x; ♦-x-x; ♣-x. Look at the honour cards in hearts and diamonds and clubs, waiting, like a besieging army, to attack your puny garrison of spades. You have no trick takers outside the spade suit, and that suit is so long that either one or both of your adversaries must be short in it. This means that you have little or no defence against their best suit if they have an opportunity to use the Approach method of getting together and learning what suit that is. Hence, on this hand, you would bid four spades, if not vulnerable. If vulnerable, the spade suit should be one card longer. Minor suit bids of five should be based on one additional playing trick.

### THE FORCING TAKEOUT

This covers the range of opening bids in the Forcing System. Certainly, there is nothing complicated in the opening bidding, and the responding hand has rules just as simple laid down for its guidance. The back-bone of the Culbertson System has been said to be the minimum response of no-trump and the Forcing Takeout. The Forcing Takeout is unquestionably the most important constructive bid in the System. It is based upon definite information already gleaned. Through the fact that partner has opened the bidding, he has shown us a minimum of two and a half honour tricks. If he has bid a suit, he has also disclosed the fact that his hand contains a biddable suit, and, if his opening bid was one no-trump, then he has shown that his hand contains no biddable suit. The Forcing Takeout can be defined as a bid in another suit, one trick higher than necessary to overcall your partner's bid. This is certainly very simple. For example: your partner bids one diamond; second hand passes, and you bid two hearts. But remember that it must be a bid in a suit (not red trumps), and it must be just one more than necessary to overcall the last bid and must be below the game level.

In the Forcing System, we never use bids to compel the bidding of Slams. Slam bidding is based upon the elimination of losers. No bid of no-trump is ever forcing.

If your partner bids a suit and you bid two no-trump, your message to him reads something like this: "Partner, on the basis of your opening bid, showing two and a half honour tricks, my hand is strong enough to warrant the prediction that we can make two no-trump. I do not hold adequate support for the suit you have proposed as trump, but if you have (Continued on page 96)



CAREFREE AND COMFORTABLE



## SAFE FROM PAINFUL SUNBURN

A WOMAN used to have three choices: she could spend the summer days indoors, she could venture forth beneath parasols, veils and a mask of face cream, or she could go right out and have some fun—at the price of a painful sunburn and a badly coarsened skin. But *that's* all a thing of the past! For now there is a pleasant, comfortable way to enjoy summer sunlight without the least danger of burning.

Dorothy Gray has perfected a creamy, delicately scented liquid called Sunburn Cream, which prevents sunburn by absorbing the burning part of the ultra-violet ray. You simply apply Sunburn Cream to all



# DOROTHY GRAY

683 FIFTH AVENUE • NEW YORK

Paris Chicago Los Angeles San Francisco  
Washington Atlantic City

exposed parts of your skin, and then go out and enjoy yourself. The sun won't burn you, and you won't feel conscious of the Sunburn Cream on your skin—it is not sticky, nor greasy, nor will it spoil the clothes it touches. Unlike a garment or a thick cream, Sunburn Cream does not shut off all the sun; rather it "filters out the burn" while letting the beneficial sunlight reach your skin. It is ideal for children—while our spies inform us that the smart blue and white Dorothy Gray bottle (bow removed) is frequently seen in scornfully masculine locker rooms. You'll find Dorothy Gray Sunburn Cream at leading shops everywhere. \$2.00. © D.G. 1931



## LIST OF DISTRIBUTORS

## ALABAMA

BIRMINGHAM  
Plitz  
Burger-Phillips Company  
DOTHAN  
Blumberg & Sons  
MONTGOMERY  
Montgomery Fair  
TUSCALOOSA  
Louis Wiesel, Inc.

## ARIZONA

PHOENIX  
Korrick's Dry Goods Co.  
TUCSON  
Albert Steinfeld & Co.

## ARKANSAS

LITTLE ROCK  
The Gus Blass Company

## CALIFORNIA

ALAMEDA  
Kongshofer's  
ALHAMBRA  
Krause Department Store  
BAKERSFIELD  
Redlick Mercantile Co.  
BERKELEY  
J. F. Hink & Son, Inc.  
BURLINGAME  
Levy Bros.  
FRESNO  
Radin & Kamp, Inc.  
FULLERTON  
Chapman-Wickett Co.  
GLENDALE  
H. S. Webb & Co.  
LONG BEACH  
Huffums  
LOS ANGELES  
J. W. Robinson Co.,  
Bullock's,  
The May Company  
MODESTO  
Latz's Dept. Store  
MONROVIA  
McBratney's  
OAKLAND  
The H. C. Capwell Co.,  
Capwell, Sullivan & Furth,  
B. F. Schlesinger & Son, Inc.  
PALO ALTO  
J. F. Hink & Son, Inc.  
PASADENA  
Dunning's Silk Store  
POMONA  
Orange Belt Emporium  
RIVERSIDE  
G. Rouse & Co.  
SACRAMENTO  
Weinstock Lubin & Com-  
pany,  
Hale Bros., Inc., 9th & K  
Sts.  
SAN BERNARDINO  
The Harris Company  
SAN DIEGO  
Dunning's Silk Store,  
The Marston Company  
SAN FRANCISCO  
The White House,  
Raphael Weill & Co.,  
City of Paris,  
The Emporium,  
Hale Bros., Inc., 9th & K  
901 Market St.  
SAN JOSE  
O. A. Hale & Co.  
SAN MATEO  
Levy Bros.  
SANTA ANA  
Rankin Dry Goods Co.  
SANTA BARBARA  
Trenwith's, Inc.  
SANTA MONICA  
Bay Department Store  
SANTA ROSA  
The White House,  
W. R. Carithers & Sons,  
Inc.  
STOCKTON  
Smith & Lang  
COLORADO  
BOULDER  
The White-Davis Mercan-  
tile Co.  
COLORADO SPRINGS  
T. C. Kirkwood, Inc.  
DENVER  
The Joslin Dry Goods Co.,  
The Denver Dry Goods Co.,  
Daniels & Fisher,  
The May Co.,  
The A. T. Lewis & Son  
Dry Goods Co.  
PUEBLO  
The Crews-Beggs Dry  
Goods Co.  
CONNECTICUT  
BRIDGEPORT  
The D. M. Read Co.  
DANBURY  
John McLean, Inc.  
GREENWICH  
The Charles N. Mead Co.  
HARTFORD  
Sage-Allen & Co., Inc.,  
G. Fox & Company  
MERIDEN  
The Ives, Upham & Rand  
Co.  
MIDDLETOWN  
The James H. Bunce Co.

## CONNECTICUT(Cont.)

NEW BRITAIN  
Davidson & Lenthal  
NEW HAVEN  
The Chas. Monson Co.,  
The Edw. Malley Co.  
STAMFORD  
The C. O. Miller Co.  
WATERBURY  
The Miller & Peck Company  
DELAWARE  
WILMINGTON  
Crosby & Hill Co.  
DISTRICT OF  
COLUMBIA  
WASHINGTON  
Woodward & Lothrop,  
Lansburgh & Bro.,  
S. Kann Sons Co.  
FLORIDA  
JACKSONVILLE  
Cohen Bros.  
LAKELAND  
The Silk Shoppe  
MIAMI  
Dugald C. Hill, Inc.,  
Burdine's, Inc.  
ORLANDO  
Dickson-Ives Co.  
ST. PETERSBURG  
The Wilson-Chase Company  
TAMPA  
Maas Brothers,  
O. Falk's Department Store  
WEST PALM BEACH  
Hatch's, Inc.  
GEORGIA  
ALBANY  
R. L. Jones Co.  
ATLANTA  
Davison-Paxon Company,  
Rich's, Inc.  
AUGUSTA  
J. B. White & Co.  
COLUMBUS  
J. A. Kirven Co.  
MACON  
The Union Dry Goods Co.  
SAVANNAH  
Morrison-Sullivan Dry  
Goods Co.  
IDAHO  
BOISE  
The Falk Merc. Co.  
ILLINOIS  
BLOOMINGTON  
Mayer Livingston & Co.  
CHAMPAIGN  
G. C. Willis  
CHICAGO  
Carson Pirie Scott and Co.,  
Marshall Field & Company,  
Chas. A. Stevens & Bros.,  
Zax Brothers, 1307-09 E.  
63rd Street  
DANVILLE  
Strauss & Louis Company  
DECATUR  
William Gushard Company  
ELGIN  
Ackermann Bros.  
EVANSTON  
Lord's  
FREEPORT  
F. A. Read Co.  
JOLIET  
L. F. Beach Co.  
KANKAKEE  
The Chicago Store  
OTTAWA  
L. M. Lucey & Co.  
PEORIA  
Block & Kuhl Co.  
ROCKFORD  
D. J. Stewart & Co.  
SPRINGFIELD  
The John Bressmer Co.  
WAUKEGAN  
The Globe Department Store  
INDIANA  
BLOOMINGTON  
Breedon & Co.  
EVANSVILLE  
John F. Stephens, Inc.  
INDIANAPOLIS  
L. S. Ayres & Co.,  
H. P. Wasson and Company  
SOUTH BEND  
The Ellsworth Store  
TERRE HAUTE  
The Root Dry Goods Co.  
IOWA  
AMES  
The Tilden Store Company  
CEDAR RAPIDS  
The Killian Company  
DAVENPORT  
Peterson-Harned-Von Maur  
DES MOINES  
Yonker Brothers, Inc.  
SIOUX CITY  
Pelletier's  
KANSAS  
HUTCHINSON  
The Perques-Wright Co.  
LAWRENCE  
Weavers  
TOPEKA  
The Crosby Brothers  
Company  
WICHITA  
The Geo. Innes Co.

## CANADA

ALBERTA  
CALGARY  
Hudson's Bay Company  
EDMONTON  
Hudson's Bay Company  
BRITISH COLUMBIA  
VANCOUVER  
Hudson's Bay Company  
VICTORIA  
Hudson's Bay Company  
MANITOBA  
WINNIPEG  
Hudson's Bay Company,  
The T. Eaton Co., Limited  
NEW BRUNSWICK  
ST. JOHN  
Manchester Robertson Alli-  
son Limited, 27 King St.  
NOVA SCOTIA  
HALIFAX  
The Wood Brothers Co. Ltd.  
ONTARIO  
HAMILTON  
Finch Brothers, Limited,  
29 King Street, West,  
The T. Eaton Co., Limited

## VOGUE PATTERN SERVICE

## LIST OF DISTRIBUTORS

VOGUE PATTERNS may now be obtained in all of the leading American and European cities. They may be purchased in the shops listed below where one may secure expert fashion advice about personal clothes problems, and see the coloured sketches of all the new models.

HOW TO ORDER BY MAIL. Vogue Patterns may be ordered by mail from any of the distributors listed below or from Vogue Pattern Service, Greenwich, Conn., 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

IN ORDERING, state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

HOW TO SEND MONEY. Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or offices from which you order.

## KENTUCKY

FRANKFORT  
W. S. Farmer & Son  
LEXINGTON  
Wolf-Wille Co.  
LOUISVILLE  
The Stewart Dry Goods Co.  
PADUCAH  
The E. Guthrie Co.

## LOUISIANA

MONROE  
Masur Bros.  
NEW ORLEANS  
D. H. Holmes Co., Limited  
SHREVEPORT  
Baird Co., Ltd., Texas St.

## MAINE

LEWISTON  
Senter, Giroux, Canniff &  
Co.  
PORTLAND  
Eastman Bros. & Brancroft

## MARYLAND

BALTIMORE  
Hutzler Brothers Co.,  
O'Neill & Company, Inc.,  
Stewart & Co.,  
Hochschild, Kohn & Co.  
FREDERICK  
C. Thomas Kemp  
HAGERSTOWN  
Leiter Brothers

## MASSACHUSETTS

ATTLEBORO  
Fine's  
BOSTON  
R. H. Stearns Company,  
Jordan Marsh Company,  
R. H. White Company,  
C. F. Hovey Company  
LOWELL  
The Bon Marché D. G. Co.  
PITTSFIELD  
England Brothers, Inc.  
SALEM  
William G. Webber Co.  
SPRINGFIELD  
Forbes & Wallace, Inc.,  
Meekins, Packard & Wheat,  
Inc.  
WORCESTER  
Slocum's Silk Store,  
Denholm & McKay Co.

## MICHIGAN

ANN ARBOR  
Wm. Goodyear & Co.  
BATTLE CREEK  
L. W. Robinson Co.  
DETROIT  
The J. L. Hudson Company  
GRAND RAPIDS  
Wurzberg Dry Goods Co.,  
Herpolsheimer Co.  
KALAMAZOO  
Gilmore Bros.  
LANSING  
J. W. Knapp Co.  
SAGINAW  
Wm. C. Wiedemann Co.

## MINNESOTA

DULUTH  
Silberstein & Bondy Co.  
MINNEAPOLIS  
The Dayton Company,  
L. S. Donaldson Company  
ST. PAUL  
Schunemans & Mannheimers,  
The Golden Rule  
WINONA  
H. Choate & Co.

## MISSISSIPPI

BILOXI  
W. V. Joyce Co.  
JACKSON  
R. E. Kennington Co.  
LAUREL  
R. C. Gaddis Company

## MISSOURI

KANSAS CITY  
John Taylor Dry Goods Co.  
SEDALIA  
C. W. Flower Dry Goods Co.  
SPRINGFIELD  
The Heer Stores Co.  
ST. JOSEPH  
The Townsend, Wyatt &  
Wall Dry Goods Company  
ST. LOUIS  
Stix, Baer & Fuller Dry  
Goods Company,  
Scruggs-Vandervoort-  
Barney Dry Goods Co.,  
Famous & Barr Co.

## MONTANA

BILLINGS  
The D. J. Cole Co.  
GREAT FALLS  
The Paris Dry Goods Co.  
HELENA  
The New York Dry Goods  
Co.  
MISSOULA  
Missoula Mercantile Co.

## NEBRASKA

HASTINGS  
Stein Bros. Co.  
LINCOLN  
Miller & Paine,  
Gold & Co.  
OMAHA  
Thompson, Belden & Com-  
pany,  
Thomas Kilpatrick & Co.,  
J. L. Brandels & Sons

## NEVADA

RENO  
Gray, Reid, Wright Co.  
NEW HAMPSHIRE  
MANCHESTER  
James W. Hill Company

## NEW JERSEY

ASBURY PARK  
Steinbach Company  
ATLANTIC CITY  
M. E. Blatt Co., The De-  
partment Store of Atlan-  
tic City  
BOONTON  
Zucker & Co., Inc.

## EAST ORANGE

B. H. Muir, Inc.,  
B. Altman & Co.  
ELIZABETH  
Milton Wolper  
MONTCLAIR  
Louis Harris  
MORRISTOWN  
Crane, Inc.  
NEWARK  
L. Bamberger & Co.,  
Kresge Department Store,  
Hahne & Co.  
NEW BRUNSWICK  
P. J. Young Dry Goods Co.  
PATERSON  
Meyer Brothers  
PLAINFIELD  
Tepper Bros.  
RUTHERFORD  
William F. Telschow  
SUMMIT  
McClay's, Springfield Ave.  
TRENTON  
Swern & Company,  
H. M. Voorhees & Bros.,  
131-135 East State St.  
UNION CITY  
Holthausen

## NEW YORK

NEW YORK CITY  
B. Altman & Co.,  
Lord & Taylor,  
John Wanamaker,  
R. H. Macy & Co., Inc.,  
Jas. McCutcheon Co.,  
James McCreery & Co.,  
Arnold Constable & Co.,  
Inc.,  
Stern Brothers,  
Bloomingdale Bros., Inc.,  
James A. Hearn & Sons,  
Sidney Elsnitz,  
432 Amsterdam Ave.  
ALBANY  
W. M. Whitney & Co.  
BINGHAMTON  
Sixson Bros., Welden Co.  
BROOKLYN  
Abraham & Straus,  
Frederick Loeser & Co.  
BUFFALO  
Flint & Kent,  
Adam, Meldrum & Ander-  
son Co.,  
J. N. Adam & Co.,  
The Wm. Hengerer Co.  
DUNKIRK  
T. W. Sidey Estate  
ELMIRA  
S. F. Isard Co.  
GLENS FALLS  
Boston Store Co.  
HEMPSTEAD, L. I.  
The Franklin Shop, Inc.  
ITHACA  
Rothschild Bros.  
JAMAICA, L. I.  
B. Gertz, Inc.  
Jamaica Ave.-162nd St.  
JAMESTOWN  
The Silk & Specialty Shop  
KINGSTON  
Rose & Gorman, Inc.  
MIDDLETOWN  
Tompkins Dry Goods Co.  
MOUNT VERNON  
Best Silk Shops Ltd.  
NEWBURGH  
Wm. T. Brown & Son  
NEW ROCHELLE  
Ware's  
POUGHKEEPSIE  
Lucky, Platt & Co.  
ROCHESTER  
McCurdy & Company, Inc.,  
Sibley, Lindsay & Curr Co.  
RYE  
H. D. Halahan  
SCHENECTADY  
H. S. Barney Co.  
SYRACUSE  
Dey Brothers & Company  
TROY  
G. V. S. Quackenbush & Co.  
UTICA  
The Fitzgerald Silk Shop,  
Inc.  
WATERTOWN  
Smith & Percy, Inc.  
WHITE PLAINS  
Ackerman & Cantor, Inc.  
YONKERS  
Marshall Matheson Co.

## NORTH CAROLINA

ASHEVILLE  
Bon Marché, Inc.  
CHARLOTTE  
J. B. Ivey & Company  
GREENSBORO  
Ellis, Stone & Co.  
RALEIGH  
Boylan Pearre Co.  
WILMINGTON  
Belk-Williams Co.  
WINSTON-SALEM  
Van Dyke's, Inc.

## NORTH DAKOTA

GRAND FORKS  
R. B. Griffith Co.

## OHIO

AKRON  
The A. Polsky Co.,  
The M. O'Neil Company  
ALLIANCE  
Spring-Holzwarth  
CINCINNATI  
H. & S. Pogue Company,  
The John Shillito Co.  
CLEVELAND  
The Halle Bros. Co.,  
The Higbee Company,  
The Wm. Taylor Son & Co.  
COLUMBUS  
The F. & R. Lazarus & Co.,  
The Dunn Taft Co.,  
The John M. Caren Co.  
DAYTON  
The Rike-Kumler Company  
LANCASTER  
Chas. P. Wiseman & Co.  
LIMA  
R. T. Gregg & Co.  
NEWARK  
John J. Carroll  
PORTSMOUTH  
The Marting Bros. Co.  
TOLEDO  
The Lasalle & Koch Co.,  
The Lamson Brothers Co.  
YOUNGSTOWN  
The G. M. McKelvey Co.,  
The Strauss-Hirshberg Co.

## OKLAHOMA

OKLAHOMA CITY  
The Kerr Dry Goods Co.  
OKMULGEE  
Ramsay Fulford Dry Goods  
Co.  
TULSA  
The Brown-Dunkin Dry  
Goods Co.  
The Vandever Dry Goods  
Co., Inc.

## OREGON

EUGENE  
McMorrison & Washburne  
PORTLAND  
Meier & Frank Co.,  
Olds, Wortman & King  
SALEM  
The Miller Mercantile Co.

## PENNSYLVANIA

ALTOONA  
The Wm. F. Gable Co.  
ALLENTOWN  
Hess Brothers  
ARDMORE  
Strawbridge & Clothier  
RETHLEHEM  
The Bush & Bull Corp.  
RUTLER  
A. Troutman's Sons Co.,  
Inc.  
ERIE  
Trask, Prescott & Richard-  
son Co.  
HARRISBURG  
Pomeroy's, Inc.  
LANCASTER  
Hager & Bro.  
NEW CASTLE  
The Strauss-Hirshberg Co.  
PHILADELPHIA  
John Wanamaker,  
Strawbridge & Clothier,  
Gimbel Brothers  
PITTSBURGH  
Joseph Horne Co.,  
Kaufmann's,  
Hoggs & Buhl,  
Gimbel Brothers  
READING  
Pomeroy's, Inc.  
SCRANTON  
Scranton Dry Goods Co.  
SHARON  
The Sharon Store  
STROUDSBURG  
A. B. Wyckoff  
WILKES-BARRE  
The Isaac Long Store  
WILLIAMSPORT  
L. L. Stearns & Sons  
YORK  
Charles H. Bear & Company

## RHODE ISLAND

PROVIDENCE  
Gladding's, Inc.,  
The Shepard Stores

## SOUTH CAROLINA

CHARLESTON  
The Kerrison Dry Goods Co.  
FLORENCE  
L. E. Waters  
GREENVILLE  
Meyers-Arnold Co.

## SOUTH DAKOTA

ABERDEEN  
Olwin-Angell

## TENNESSEE

CHATTANOOGA  
Miller Bros. Co.  
KNOXVILLE  
S. H. George & Sons  
MEMPHIS  
The John Gerber Co.  
NASHVILLE  
Cain-Sloan Co.,  
Lebeck Bros., 514 Church  
St.,  
Loveman, Berger &  
Teitlebaum

## TEXAS

AMARILLO  
White & Kirk, Inc.  
AUSTIN  
T. H. Williams & Co.  
BEAUMONT  
The Rosenthal Dry Goods  
Co.  
DALLAS  
Titcher-Goettinger Co.,  
A. Harris & Company  
EL PASO  
Popular Dry Goods Co.  
FORT WORTH  
Monnig's,  
The Fair,  
Schermerhorn Company  
HOUSTON  
Foley Brothers Dry Goods  
Co.,  
Levy Bros. Dry Goods Co.  
SAN ANTONIO  
The Wolf & Marx Com-  
pany  
WACO  
The Goldstein-Migel Co.

## UTAH

SALT LAKE CITY  
Walker's

## VERMONT

BURLINGTON  
F. D. Abernethy, Inc.

## VIRGINIA

DANVILLE  
L. Herman  
LYNCHBURG  
D. Moses & Co., Inc.,  
Guggenheimer's Inc.  
NEWPORT NEWS  
Sol Nachman's Department  
Store  
NORFOLK  
Smith & Welton, Inc.  
PETERSBURG  
Rucker Rosenstock Inc.  
RICHMOND  
Thalhimer Bros., Inc.,  
Miller & Rhoads, Inc.  
ROANOKE  
S. H. Heironimus Co., Inc.

## WASHINGTON

BELLINGHAM  
J. B. Wahl Store  
SEATTLE  
The MacDougall & South-  
wick Co.,  
Frederick & Nelson  
SPOKANE  
Whitehouse Co.,  
The Crescent  
TACOMA  
Rhodes Brothers  
WALLA-WALLA  
A. M. Jensen Co.  
WEST VIRGINIA  
CHARLESTON  
Coyle & Richardson  
HUNTINGTON  
Anderson-Newcomb Co.  
PARKERSBURG  
The Surprise Store  
WHEELING  
Stone & Thomas

## WISCONSIN

APPLETON  
The Pettibone-Peabody Co.  
JANESVILLE  
J. M. Bostwick & Sons  
KENOSHA  
The Barden Store Co.  
MADISON  
Harry S. Manchester, Inc.  
MILWAUKEE  
T. A. Chapman Co.,  
Gimbel Brothers  
RACINE  
Zahn Dry Goods Co.

## WYOMING

CASPER  
Kassia Dry Goods Company  
SHERIDAN  
Stevens, Fryberger & Co.

## PORTO RICO

SAN JUAN  
P. Gualti & Co., Inc.  
Calle Allen 27

## CUBA

Victor Campa Y Ca., S en C

## CANADA

QUEBEC  
MONTREAL  
Henry Morgan & Company,  
Limited,  
The Robert Simpson Mon-  
treal Limited,  
The T. Eaton Co., Limited  
QUEBEC  
Myrand & Pouliot, Limitée,  
205-215 St. Joseph Street  
SASKATCHEWAN  
SASKATOON  
Hudson's Bay Company

## VOGUE PATTERN BOOK

SPRING ISSUE Dec. 24  
EARLY SUMMER ISSUE Feb. 25  
SUMMER ISSUE April 25  
EARLY AUTUMN ISSUE June 25  
AUTUMN ISSUE Aug. 25  
WINTER ISSUE Oct. 25

Subscription for one year, \$1.50. At stores and news-  
stands, 35 cents a copy; by mail, 40 cents a copy.





THESE AND  
**THEIR**  
**IMPERTURBABLE**  
**ASSURANCE**

So natural for these charming, well-groomed people to have discovered Spud . . . their welcome new freedom in old-fashioned tobacco enjoyment. Because, fastidious in all things, they found in Spud not only a lusty limitless cigarette enjoyment . . . but also their imperturbable assurance of being continually "mouth-happy." The Axton-Fisher Tobacco Company, Inc., Louisville, Kentucky.

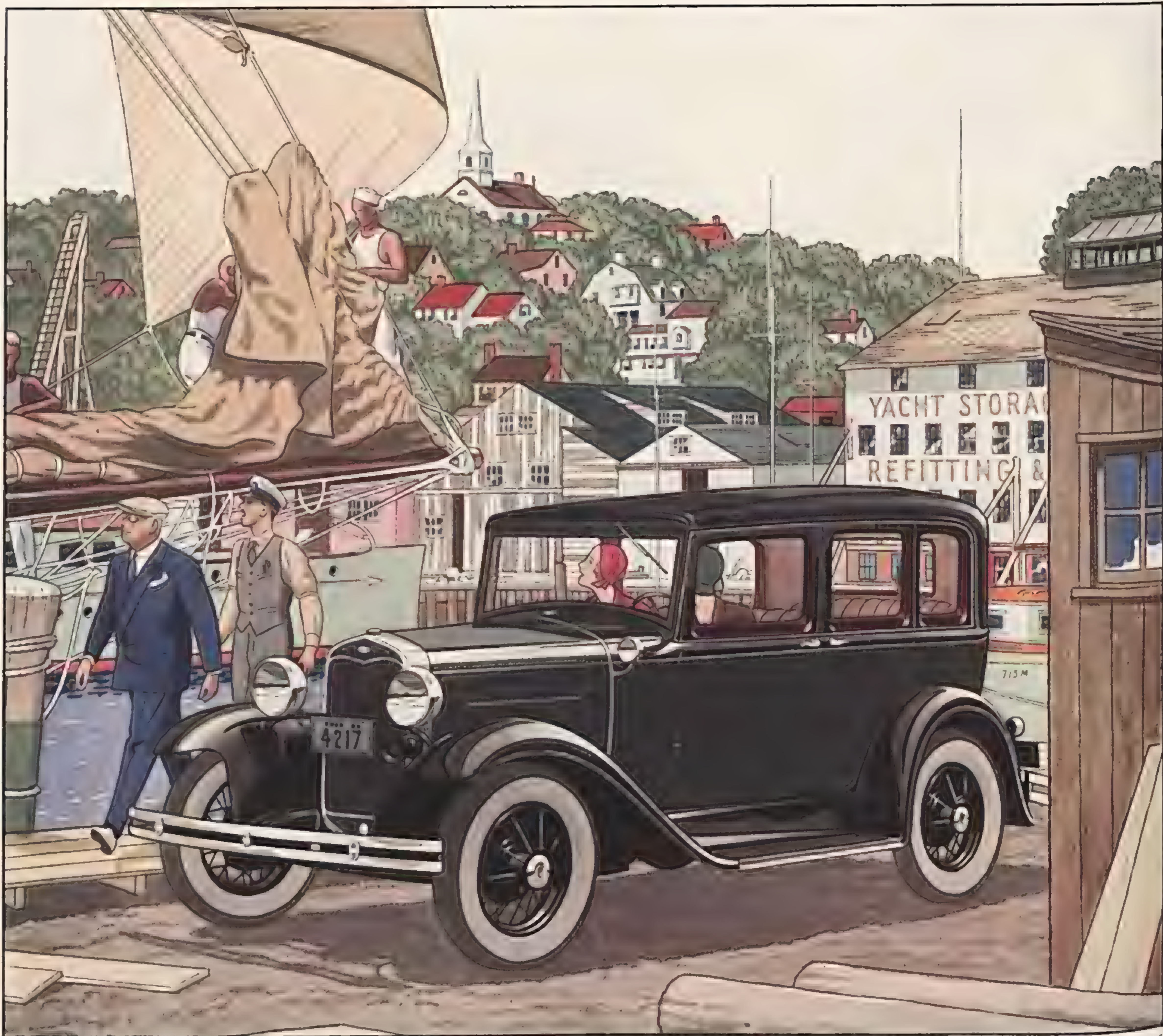
**SPUD**  
 MENTHOL-COOLED  
**CIGARETTES**



20 FOR 20¢ (U. S.)...20 FOR 30¢ (CANADA)



# For Greater Safety on Every Highway



THE NEW FORD TOWN SEDAN

## EVERY FORD CAR IS EQUIPPED WITH A SHATTER-PROOF GLASS WINDSHIELD

For greater safety in driving, every Ford car is equipped with a Triplex shatter-proof glass windshield. By reducing the dangers of flying glass, it has saved many lives and prevented injuries in automobile accidents.

The value of this important safety factor has been known for years, but its use has been limited by expense. It is brought to you on the Ford as standard equipment only because of the efficiency and economy of Ford methods. Much pioneering work has been done to find ways to manufacture in large volume at low cost.

It is interesting to know how the Triplex shatter-proof glass windshield of the Ford

is made and why it gives so much extra protection.

Two pieces of plate glass, carefully ground and polished, are covered on one side with a thin coating of gelatine. This coating is baked hard, sprayed with liquid celluloid and treated with a solvent.

Then, between the two pieces of glass, like the middle of a sandwich, is inserted a layer of special celluloid. This also has been treated with a solvent.

When heat and pressure are applied to the glass sandwich, this solvent helps to dissolve the surfaces in contact and they are actually fused together. The final operation is sealing the

edges as protection against air and moisture. This laminated windshield will withstand a 50% harder impact before breaking than plate glass of equal thickness, and is more flexible under impact.

When struck an unusually hard blow it will crack, but the danger from flying glass is minimized because the pieces adhere to the layer of celluloid. Many improvements in methods and material have been made in the past three years.

Today, the Triplex shatter-proof plate glass windshield of the Ford is recognized as one of the greatest contributions to safety since the introduction of four-wheel brakes.







The Face Powder preferred by  
Two Million of America's  
most beautiful women

AT ALL GOOD TOILET COUNTERS THROUGHOUT THE COUNTRY AND ESPECIALLY IN  
NEW YORK AT LORD & TAYLOR—WANAMAKER'S—SAKS, FIFTH AVENUE—STERN BROTHERS





## COTTON

THE ONLY WAY TO  
APPLY LIQUID  
COSMETICS...



## COUETTES

THE ONLY COTTON  
READY-CUT FOR ALL  
COSMETIC USES...

★ Here is the newest aid to  
all beauty aids...

## COUETTES

When your beauty preparation says  
"apply with cotton" (as it nearly al-  
ways does) use a Couette. These  
thirsty pads are ideal with liquids.  
Creams removed with a damp Couette  
leave that imperceptible film that pro-  
tects and supple the skin. For deo-  
dorants, hair tonics, as a powder puff,  
use Couettes. Send 10 cents for sample.

Johnson & Johnson  
NEW BRUNSWICK NEW JERSEY



## EATING OUTDOORS

(Continued from page 47)

in a while, or measure, if you must, the distance between the kitchen and the garden, to prove to them that the number of their steps will not be materially increased. Nothing can be more dampening to your exuberance than the sight of servants' soured faces. Get them used to using your gayest linens, your sturdiest china (preferably rough pottery), and your most peasant-like serving dishes—wooden bowls and spoons, earthenware dishes, pepper grinders, all kinds of unrefined pieces.

Your menus should fit naturally into this bucolic picture. Here is a chance to give your dishes a foreign manner. One hot dish—a soufflé, an omelet, something easy to eat, with a wholesome, country flavour,—and enormous bowls of salad—garden salad, salads heaped with an infinite variety of vegetables—and cheese and crackers and possibly French drip coffee instead of a dessert. Have a look at the "hostess" article in this issue, which gives many suggestions for the sort of country salads you will want. When it gets dark, light your table with candles or old lanterns, but, if you use candles, be careful that they are not the kind to blow and drip. Hurricane lights are good for breezy evenings because their little glass chimneys protect the flames.

It is often amusing to change the locale of your table to suit the mood of the meal—to breakfast on a terrace, broad, open, wind swept; to lunch under a gnarled old tree (if you have one); to dine in your most extravagantly beautiful setting with the most splendid view your house possesses. But they must all be convenient to the house, and always, near the table, there should be a small serving table where all the "extras" and the cold dishes may be set, ready for serving.

### POTTERY GARDENS

Table decorations must, of course, be carried out in this same feeling of refreshing naturalness. At the Ehrich Gallery, on East Fifty-Seventh Street, there are the most enchanting pottery gardens by Nicholas Rubio, the landscape-gardener to Alfonso, erstwhile King of Spain. The original ones cost hundreds of dollars, but these new ones, designed by Rubio alone and imported by Mrs. Ehrich, are in the neighbourhood of a hundred and fifty dollars, an extraordinarily small sum for so much beauty. One of white pottery, with lines and accents in yellow and blue, has a terraced loggia with an arched colonnade in the background and tiny white-and-blue steps leading up to it from the garden below. Small ferns grow out of the garden's mossy grass, and a luxurious gardenia-tree in bloom casts heavy shadows on the paler greens, presided over by a stately crane. The whole thing is about eighteen inches square and would make a delightful centre-piece for a dinner-table outdoors.

The garden table is just right for a setting of modern linens and glassware and their sharp, staccato streaks of colour. Playing with this theory, Mrs. Ehrich has designed some sheer doilies of hand-loomed natural linen woven with a thread of blue-green

Italian spun silk in a plaid design. There is a half-inch border and a pine-tree motif in one corner. This has been made by The Snow Looms. Mrs. Ehrich designed this particular set to go with soft grey French pottery plates that have a rounded border in shades of blue-green. In perfect taste and accord are the glasses, copies of old eighteenth-century Georgian goblets and a cut crystal bowl for the centre of the table, designed by Jean Luce.

A second of Mrs. Ehrich's tables, rather more formal in feeling, is set with the brilliant lacquer-red china of Jean Luce, decorated in a silver lustre design. The linen doilies, hand-woven by The Snow Looms, are in shades of soft coral and lacquer-red in a plaid pattern, and the thin, gleaming emphasis of the whole scheme of design lies in the Baccarat glass decorated with horizontal silver bands. Rather more of a penthouse table than a country house one is that of Mrs. Ehrich's with a wrought iron base and a top made of strips of dark-stained oak, with two leaves to put up when the table is used for dining. For the rest of the day, it is a decorative terrace piece for magazines and books. Mrs. Ehrich lays on this Italian pottery plates decorated with gay fruits. Sheer, hand-woven linen in the colour of new tea-roses with a border in apple-green makes the doilies, on which are set pale amber glasses copied from some of eighteenth-century England.

### RUSTIC TABLE SETTINGS

At the Arden Studios is a small group of utterly enchanting table settings for the country. One's table may be wildly pagan and gloriously contrary in riotous use of colour—a hand-blocked Wiener Werkstätte cloth, geometric German plates splashed with colour, and bright, bobbing little Czechoslovakian tumblers, each one in a colour to match those in the cloth and plates. Or one's table may be delicate and pastel and Marie Laurencin, with an appliqué cloth in four gentle colours laid with handsome Wedgwood plates in the ivy leaf and berry pattern originally designed for Napoleon. The centrepiece for this table is a heavy French crystal bowl for flowers, surrounded by four chubby little German boys in porcelain, staggering under the weight of armfuls of porcelain fruit.

Here, at the Arden Studios, is a complete range of the Decorator's Club china, from breakfast to dinner. A set of Spode plates seen here, with a brilliant design of bright apple-green flowers and leaves on a white ground, would be enchanting on a cream net cloth embroidered with modern hunting-scenes in fine threads in self-tones. A particularly logical bit of décor in this shop is a modern French chromium-plated fruit dish filled with green grapes and befriended by candlesticks of the same design. For a meandering cocktail on the lawn before dinner, a cocktail set of red lacquer and chromium with chromium glasses is suggested.

The new Contempora linens are absolutely right for cheery breakfasts and small luncheons, and James McCutcheon has a (Continued on page 92)

## COTY

PERFUMED  
MANICURE POLISH



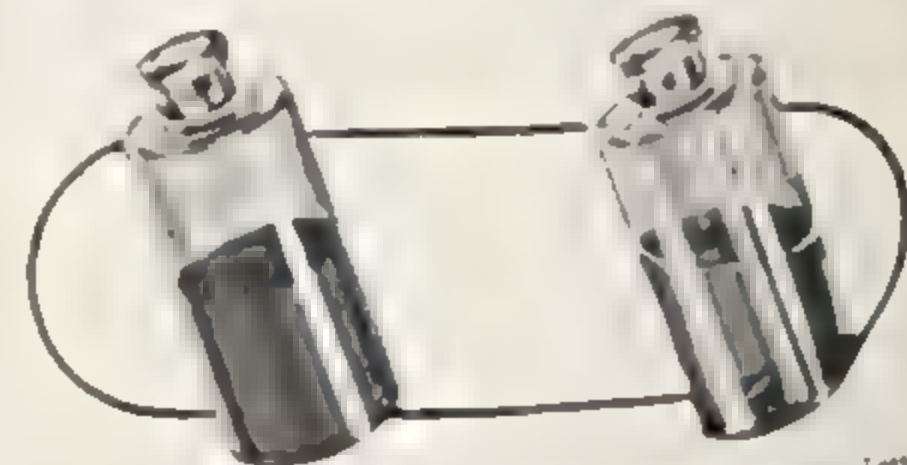
THE DELICATE FRAGRANCE  
OF COTY PERFUME INSTEAD  
OF CHEMICAL ODORS

Delicate fragrance—Coty Perfume instantly tell you how much finer, gentler, lovelier this matchless Polish is.

New manicure ingredients completely banish unpleasant chemical odors and give your finger-tips a lovelier perfumed lustre.

Smoother brushing qualities make a single coat of Coty Perfumed Manicure Polish all you need for a more natural crystal brilliance that lasts a week or more. You save time and avoid any artificial over coated appearance on your nails. This Polish will not chip, peel or make the nails brittle.

Three shades, Clear, Medium, Deep—\$1.00. Solvent 75c.  
Polish and Solvent Combination—\$1.50.  
Fortravel or boudoir Coty Fitted Manicure Case—\$3.50.  
Also Sets with Removable Fitted Trays—\$3, \$4 and \$5.  
Featured at the better stores everywhere.



After six days of exposure to the air ordinary liquid polishes became thick, gummy and practically solid.

Coty Perfumed Manicure Polish tested the same way remained fluid—easy to spread and dried quickly on the nails.

SEND FOR TRIAL COMBINATION SET  
COTY, Inc., Dept. V6, 714 Fifth Ave., New York  
Enclosed find 25c for Coty Trial Size Perfumed Manicure Polish and Solvent Combination. (Check polish shade desired.)  
Clear....., Medium....., Deep.....

Name .....

Address .....

City and State .....



# Now Simple to Really Get Rid of Hair on Arms or Legs

*Utterly without the problem of coarsened re-growth.*



*By a total lack of stubble you can feel the difference between this and old ways*

A Discovery That is Proving to the Wonder of the Cosmetic World That Hair Can Not Only Be Removed Instantly, But Its Re-appearance Delayed Amazingly . . . .

A WAY of removing hair on arms and legs has been found that not only removes every vestige of hair instantly, but that banishes the stimulated hair growth thousands of women are charging to the razor and less modern ways. A way that not only removes hair, but delays its reappearance remarkably.

It is changing previous conceptions of cosmeticians about hair removing. Women are flocking to its use. The creation of a noted laboratory, it is different from any other hair remover known.

*What It Is*

It is an exquisite toilet creme, resembling a superior beauty clay in texture. You simply

spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone; so completely that even by running your hand across the skin not the slightest trace of stubble can be felt.

*And—the reappearance of that hair is delayed surprisingly!*

When re-growth finally does come, it is utterly

unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

*Where To Obtain*

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

**Neet**  
*Cream Hair Remover*



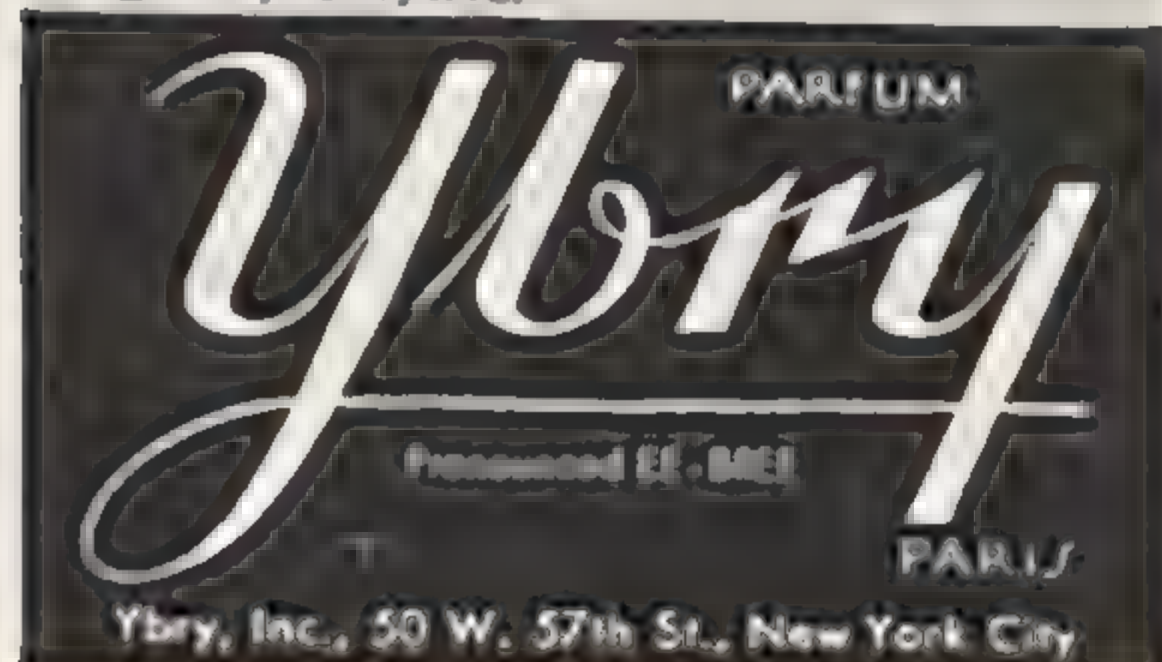


**S**ophisticated!  
Then, of course, you need Ybry—the lipstick permanent that makes indifferent lips different! Ybry never betrays you—or the one who finds your lips adorable... 5 flattering shades. Scented with "world's costliest parfum."

Featured at best shops



© 1931, YBRY, INC.



## EATING OUTDOORS

(Continued from page 90)

tempting collection of interesting linens in green and white, with a green border, and in bright orange, yellow, and brown.

Kargère, that leisurely French house of real French taste, has a delicious collection of elaborate hand-made table-linens in lovely floral designs and a number of very gay, very atmospheric linens rich in hunting-scenes.

In Gilman Collamore's, you can become dizzy and faint with the glamorous array of exquisite china. Particularly nice are the Wedgwood services in white, soft pink, and silver lustre that would be delightful with the smart salmon-pink linens of this

season. A number of these linens you may find, incidentally, at James McCutcheon.

Lacquer soup bowls, from the Japanese, couldn't be more suited to outdoor dining. Lacquer retains heat without absorbing it, enabling one's maid to carry out gallons of piping hot soup without burning her fingers; it also resists breakage stalwartly; it adds a rich, glazed colour note. These may be had in red and gold or black and gold, at Yamanaka, who imports them from Japan, and, when you get bored with using them for soup, you may use them just as successfully as dessert bowls or finger-bowls.

## ON HER DRESSING-TABLE

(Continued from page 74)

from an English garden has just come into New York in Yardley's new perfume, "Orchis." This is a scent that is bound for popularity, because, while it is a delicate perfume, it has a spicy, fresh bouquet fragrance that makes it a lasting delight. It can be purchased in three sizes, as well as in little flacons in metal sheaths for travelling, in any of the New York department shops.

A hair- tonic known as "Kreml" has recently been imported to New York and is winning a firm following by its dual ability. This has an oil suspended in a liquid solution, and its action is to overcome a dry condition by replacing the natural oils that the scalp lacks and to combat excessive oiliness by cutting the oils of the scalp, thus helping the scalp to function normally. Kreml can be purchased at Altman in New York.

Those who like cold cream soaps for their soft, smooth lather will delight in an English soap of this variety made by Gibbs. It lathers into a veritable cream and is a boon to people who love soap and possess delicate skins. Not the least of its virtues is a delightfully fresh fragrance that lingers about the bathroom in a pleasant way. Gibbs' cold cream soap is to be had from Altman in New York.

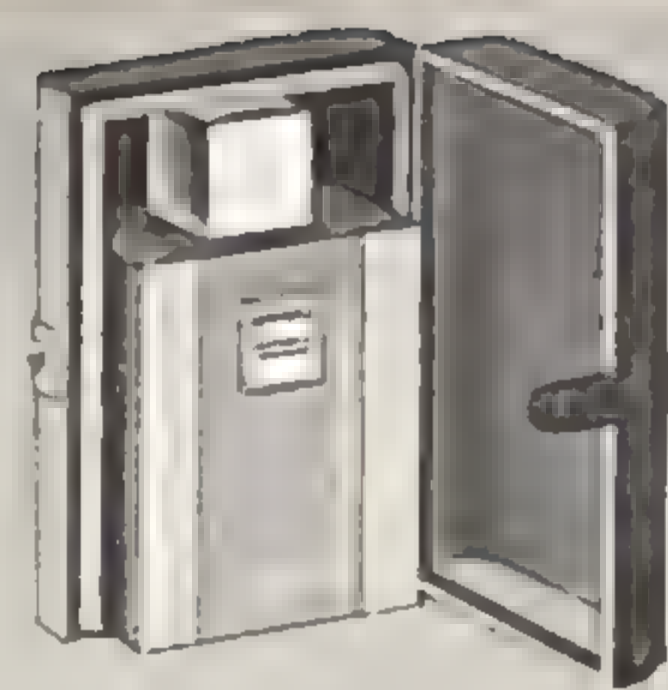
In the vanguard of the sunburn preparations comes Lenthéric's oil, "pour le bain de soleil." Whatever your intentions in the matter of tanning, this summer, you are going to want to protect your skin from burning, and here is something with which to do it. It softens the skin, as well as protecting it against the sun. This can be purchased at the Lenthéric salon and in most of the better shops.

If your hair is in that "run-down" condition. Amanda Hastad, on Fifth Avenue, can make it feel miraculously healthy with her stimulating shampoos

and clever scalp massage. After the shampoo, she dries your hair by hand and gives it a very thorough brushing. One of her special treatments is to remedy an oily condition of the hair with oil preparations! And it is successful, because she has made it so. In addition to her hair treatments, she can give you a soothing facial treatment, using her own cleansing oil and astringent and smoothing out the tired muscles of the neck and shoulders with skilful fingers. Perhaps, the most satisfactory part of these treatments is that Miss Hastad gives each one herself, paying particular attention to the individual case.

Pierre has just introduced a smart little lipstick into his series of cosmetics. Its case is in the black and orchid colour scheme that distinguishes these preparations. It is soft in texture, goes on smoothly, and is made in four good shades. It is available in the better shops.

In mentioning the application of lipstick, a trick that makes it appear most even and natural is to smooth it over with the finger. And what will your finger do then, poor thing? It will be smeared with rouge, and you will probably wipe it off quickly on the nearest towel. And that is why so many towels are ruined every year! Madame Bertie has taken this problem seriously in hand and provided a "lipstick towel," which is of red handkerchief linen and is very smart indeed. The lipstick doesn't show on it, and it launders like a handkerchief. Another use for it is to keep it in the cosmetic drawer, to remove bits of lipstick that have gone astray or straighten the line that went on crookedly. It is to be found in many of the better shops throughout the country where the Bertie things are to be sold. This is a perfect week-end tribute, by the way.



## A Gift FROM THE Lenthéric SALON

When you've exhausted your imagination on bridge prizes; appropriate gifts for brides or fiancées, and every year brings a new complication to anniversary presents, consider the many luxuries that are assembled at the Fifth Avenue Salon of Lenthéric of Paris. Smart handbag accessories, fitted traveling cases enclosing lovely bottles filled with Lenthéric perfumes, delightful dressing table usables and other feminine treasures, many of which have no duplicates. Prices range from \$2 to \$250.

761 FIFTH AVENUE, NEW YORK  
AT THE SAVOY-PLAZA

Un peu de Paris dans New York

## Give Five-Minutes-A-Day

Look  
Years  
Younger



SEND coupon below for FREE book that tells how Kathryn Murray's Five-Minute-A-Day Facial Exercises actually regain and retain the lovely skin texture and roundness of youth for thousands of delighted women. Read their enthusiastic statements of the wonders accomplished so easily, so quickly, so inexpensively. No creams—No straps—No treatments.

Young or old looks depend upon thousands of tiny muscles just beneath the skin surface. Telltale wrinkles, crow's-feet, hollows, loose, sagging skin, sluggish circulation, sallow complexion occur when lack of exercise causes the facial muscles to become weak, flabby, droopy. Facts known to the more exclusive beauty experts alone.

## Kathryn Murray's 5 Minute-a-Day FACIAL EXERCISES

Exercise your facial muscles that you may regain or retain the soft, glowing complexion and roundness of youthful beauty. Thousands of women have turned to Kathryn Murray's Facial Exercises with amazing results. Nothing extra necessary. Just your natural beauty and Five-Minutes-A-Day.

## RESULTS GUARANTEED

Send the Coupon! Read the interesting FREE book. Don't put off enjoying the glorious complexion rightfully yours.

Send Coupon Today!

Kathryn Murray, Inc.  
Suite 642, 8 So. Wabash Ave., Chicago, Ill.  
Madame: Without cost or obligation, tell me what to do to gain youthful beauty with Kathryn Murray's Five-Minute-A-Day Facial Exercises.  
Name \_\_\_\_\_  
Street No. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Vogue will be glad to send you upon request a booklet, "Give Beauty a Hand," which discusses the care and beautifying of the hands, arms, and finger-nails. Address Vogue's Beauty Editor, Graybar Building, Lexington at Forty-Third Street, New York City





BY APPOINTMENT TO H. R. H.  
THE PRINCE OF WALES

## Complexions that keep the first fair bloom of youth

GIVE YOUR SKIN THE SAME LOVELINESS  
THAT HAS MADE ENGLISH BEAUTY FAMOUS

PERHAPS there is no lovelier thing in all this world than the English girl at the age when she makes her curtsy to Their Majesties. There is an eagerness about her, a vibrancy and a freshness that no later time will ever quite recapture.

But her complexion, pink and white as porcelain, delicate and fine, is proof against the unkind years. Like eight generations of beautiful women before her, she will protect it with the finest toilet preparations she can buy. They will be Yardley's, from that London perfume house famous since 1770 for its English Lavender, and all of them are now available to you.

Yardley's English Lavender Soap, known as the Luxury Soap of the world, will guard the clear beauty of the most sensitive skin. It is so cooling and refreshing, so fragrant that it may be used as often during the day as you like.

Yardley's English Complexion Cream is the only cream you will need to keep your skin as soft and lovely as a child's. It is cleansing agent, skin food and powder foundation, all in one. Use it after your soap and water cleansing to penetrate the pores and free them of all disfiguring impurities. Use it at night as a nourishing cream to rebuild the relaxed tissues; and in the morning as a base for Yardley's Face Powder... a filmy powder, light as chiffon.

Here in these three Yardley preparations you have the entire secret of English beauty. And if you would like to know about other Lavender toiletries, write for our free booklet, "Complexions with an English Accent." Yardley & Co., Ltd., 452 Fifth Avenue, New York City; in London, at 33 Old Bond Street; also Toronto and Paris.

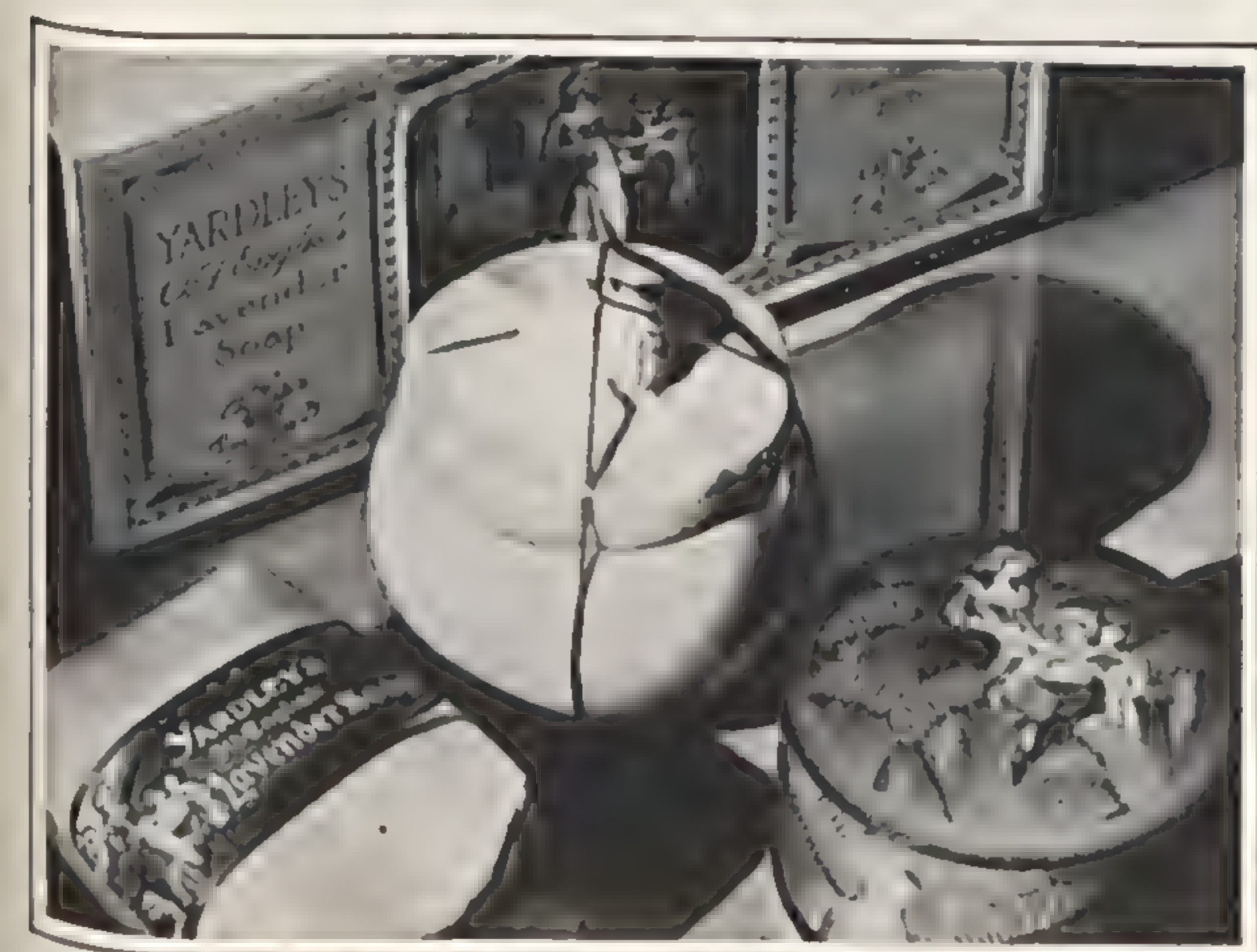


## YARDLEY'S ENGLISH LAVENDER

YOUTH, all eagerness and vibrancy, should have a special perfume of its own... not the heavy bouquet or the exotic oriental flower. These would be as out of place for the debutante as the rope of pearls her mother might wear. But there is a fragrance that seems created just to express the fresh, sweet charm of youth. Yardley's English Lavender, delicate, winsome, lovable, has never had a rival in the English girl's affections. In its wistful fragrance is caught something of that eternal, questing spirit which is recognized the world around as the attribute, the inalienable right, of youth. Yardley's English Lavender Perfume may be had in bottles of various sizes, ranging in price from \$15 to \$1.



YARDLEY'S ENGLISH LAVENDER... THE  
SWEET, COOL, WINSOME FRAGRANCE  
THAT YOUTH HAS ALWAYS LOVED



YARDLEY'S English Complexion Cream, to cleanse, nourish and protect your skin, and as a powder foundation. \$1.50. Yardley's Face Powder in six skilfully blended shades. \$1. Yardley's Soap for complexion and bath. Box of 3 cakes, \$1, or 35c a cake. Bath size, 50c. Guest size, 6 in a box, \$1, or 20c singly.





# SIL-O-ETTE

Reg. U. S. Pat. Off.

for the Perfect Summer Silhouette

Seven extra inches in back . . . give freedom and exquisite fit!

You can't see those seven smooth extra inches in the back. But you will be thankful they are there, every time you bend, turn, twist, or stretch. No "hiking up"; no strain thru the crotch; no pull back in Sil-o-ette, the perfect all-in-one combination. Uplift brassière and form fitting diaphragm help you get the fashionably smooth, youthful silhouette. Beautifully made of fine, washable Du Pont rayon—and \$1 and up practically priced.

• You may get Sil-o-ette at leading department stores or write to us for information.

UNIVERSAL RAYON  
UNDERWEAR CORP.  
38 West 32nd St., N. Y.



# SPEED

in the lap of Luxury

## BREMEN ★ EUROPA COLUMBUS

to England, France, and Germany

57 Broadway, New York



or your local agent

## DELLA ROBBIA MINTS



Really a find for the imaginative hostess—whether it's for luncheon, bridge, dinner or tea. Imagine serving cream mints fashioned like miniature fruits and flowers, hand-tinted in natural colors. Tiny works of art—these Della Robbia Mints—each of the 38 pieces you find in a pound. At better dealers—or mailed

direct on your order. \$1.00 the pound. \$1.25 west of the Rockies. Address

**NORRIS**  
ATLANTA, GA.

## ACTIVE SPORTS ON LIMITED INCOMES

(Continued from page 67)

• Enthusiastic tennis fans usually need one new dress. If you are in this class, be sure to get one with a high neck. They are newer—low necks are out.

• There is a lot to be said for the new beret. You set it far back on the head, so that a day of excessive sun will not burn your forehead in a line. We strongly advise you to get two or three of the very small brand in different colours. Each is made to fit one side of the head, and you put on two at once—one right, one left. Example—get a white, a yellow, and a blue. Wear white and blue for town; yellow and white for country; blue and yellow for town and country. They look like a million dollars and cost less than \$3 each at Saks-Fifth Avenue.

• Saks-Fifth Avenue is carrying a super brassière for the sportswomen, made of tricot. The straps adjust in front with buttons, cross in back, and have elastic ends. The price is around \$2.50.

• Good inexpensive editions of the revolutionary idea in corseting are to be found at Saks-Fifth Avenue. There are two girdles in particular—one of

jersey silk and one of net and silk batiste, both boneless and both side-hooking. They wash like handkerchiefs.

• When you go down to the sea for dips, enter the bathing-suit problem and the wish for something just a little different. If your figure can afford a one-piece model, why not add a monogram to it—which will add distinction to your whole appearance? A heavy white suit, for instance, with a red, or green, or black monogram.

• Have your dressmaker make a bath-towel case, to carry your bath towel and oil-cloth bathing-coat—which she can also make. When sunning, you can lay your weary head on this useful case; when dripping, you can engulf yourself in the chic coat. Black oil-cloth lined with yellow towelling will catch the eye pleasantly far up the beach.

• Too much sun, many experienced beauties think, is not good for the skin. Dorothy Gray's sunburn cream will give you a tan as well as aid the texture of your face. It costs about \$2 a bottle.

## EUROPEAN FESTIVALS AND EXHIBITIONS

(Continued from page 55)

title rôle, the performance given on the steps of the Dome; Reinhardt's production of Hofmannsthal's "Der Schwierige;" Mozart, Strauss, Gluck, and Beethoven operas given in the Festspielhaus and Mozarteum, and ten orchestral concerts, with a special Beethoven concert to be conducted by Toscanini.

Since Bayreuth, Munich, and Salzburg are within motoring distance of one another and tickets for a single performance at Bayreuth are now obtainable, it is possible to take in all the festivals and in so doing make delightful "ausflüge" to obscure Austrian and Bavarian resorts. Tickets for all of the Music Festivals are obtainable through the Austrian and German Railroads Associations and through the European Festivals Association, at 119 West Fifty-Seventh Street, New York.

Although the Munich, Bayreuth, and Salzburg Festivals are the outstanding musical and dramatic events, travellers who plan to tour Germany can continue to combine travel with the festival spirit in virtually every important German city. Heidelberg offers open-air plays acted in the castle courtyard; Dresden has its own Mozart, Wagner, and Strauss cycle and its impressive Hygiene and Health Exhibition; Guild Dances and performances of historic dramas will be given at Dinkelsbühl, and Rothenburg gives performances of "Der Meistertrunk."

The outstanding exhibition in Paris is the spectacular Overseas Exposition at the Bois de Vincennes. It will remain on view until autumn and is one of those extraordinary examples of French ingenuity which takes an idea and spins it out into a gigantic exhibition stirring the imagination and touching life from many angles. The raison d'être may be to encourage interest in

French colonial possessions. But, as it has developed, the exposition is international in scope and dedicated to the inspirational quality to be found in the arts and crafts of primitive people.

Icelandic huts, replicas of the temple of Angkor-Vat, and a Malagash castle from Madagascar are some of the contrasts which the common denominator "colonial possessions" admits.

The Architectural Exhibition in Berlin is, of course, the outstanding exhibition in Germany, this summer. It is of far-reaching importance because of its effort to present solutions of contemporary problems in housing and city planning and because such distinguished architects as Mies van der Rohe, Le Corbusier, Gropius, and Oud have contributed their ideas as to what the modern house should be.

This, too, is international in scope, and, since it is the first exhibition to be entirely dedicated to the much-discussed subject of an international style, should not be missed by those who believe that the development of such a style is one of the vital esthetic and economic issues of the day. Mies van der Rohe has charge of the installation. To those familiar with his distinguished sense of design and proportion, as seen in his installation of the German section in Barcelona and in the houses and garden cities that he has built in Germany, this means an exhibition which, from the point of view of installation alone, will be significant. Mies will exhibit in The Modern Museum's Architectural Exhibition which will open in New York in the autumn. In stating the Berlin exhibition's purpose, he has said, "The modern dwelling-house does not exist as yet. The radical change in living conditions demands that it be realized. The main problem of the exhibition is to show the various solutions of modern housing problems."





# Piquant Personality

The "Commodore's cup" . .

Pledged on his own deck

It's a toast . .

A custom . . a ceremony . .

A tradition . . an institution . .

Like the Commodore himself.

He cannot be downed

But the "cup" will be

For it's Clicquot Sec,

The ginger ale

● With piquant personality .

Delightful alone

Blends with friends . .

Keen and hearty

As an ocean breeze.

Smooth as a mill pond.

Sparkling as spray.

Picked for important parties

By those cunning connoisseurs

Who play host royally

Afloat or ashore.

Ho! then!

For the graceful green bottle

With the gleaming gold seals . .

For the tasty tang

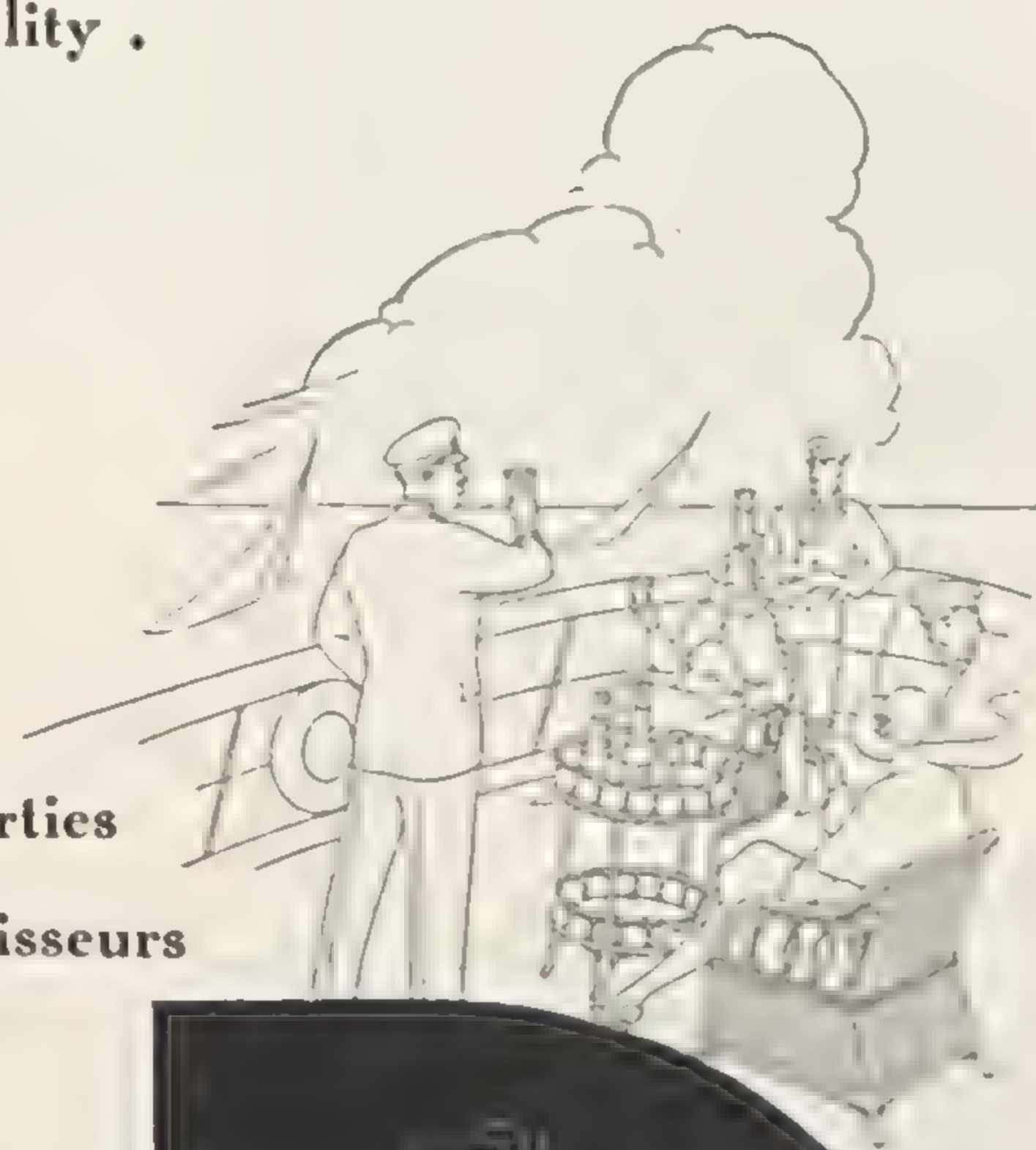
Of a drink that's different . .

Distinctive . .

And delightful.

"Bottoms up, my lads,

Bottoms up!"



## Clicquot Club

# SEC

*The Ginger Ale with Piquant Personality*



# THE SPOON IS THE ENEMY OF THE HIGH-BALL

Ask BILLY BAXTER  
how 'bout self-stirring  
CLUB SODA and  
GINGER ALE  
... his booklet tells all

THE RED RAVEN CORPORATION  
CHESWICK, PA.



*Tipped glass . . . spreading stain!* Save frocks and bridge covers instantly—with Annette's. Just sprinkle this magic powder into the stain, rub in, and brush away. It's a trump for every spot!

Cleans all fabrics,—any color—even the filmiest chiffons . . . soiled felts, furs. Fine for draperies, cushions, rugs, etc. Completely blots out food and beverage spots of all kinds . . . all fruit stains . . . grease and even perspiration. Imparts no odor and *cannot leave a ring*. Guaranteed by Good Housekeeping

HANDY SHAKER BOX OF  
ANNETTE'S 50c  
Vanity Shakerette, 25c. At  
Dept. and Drug Stores. Ask  
at counter for cleaning Guide  
for Dark and Light fabrics.

Send 10c

For Trial Box and Cleaning  
Guide, send 10c to Annette's  
99 Chauncy St., Boston, Mass.

ANNETTE'S  
PERFECT CLEANSER

## MANHATTAN FRAPPÉ

(Continued from page 31)

season. The theatre seats look inviting in their cool white covers. Afterwards, Adele Astaire will no doubt turn up at the party you are going to, crying for colder drinks, before she motors out to the house she has taken on the Whitney Estate at Manhasset.

As to night-clubs, besides the Saint Regis and Pierre roofs and the Casino, there will be a new place, very Broadway, which is known as the Three Hundred Club.

If the night is a cool one, Harlem may get you at a late hour, and, scorning the haunts of the Harlem amateur, you will go to one place only, the Clam House, where Gladys will sing, in her

fat black voice, the most improper and funniest songs ever concocted.

In the early hours, you will all go home, a few in the tiny yellow car and others in cruising taxi-cabs with their tops back, picked up at a corner by Belinda with the piercing whistle she is so proud of and does with two fingers in the corners of her mouth. A jogging Victoria transports you with 1880 leisure through the dark streets. You let yourself in with a latch-key. The house is very quiet and smells of the flowers you have filled it with. In your room, the curtains move gently to the air that comes softly through the windows. And so to bed.

## HIGHWAYS AND BUYWAYS OF PARIS

(Continued from page 22)

Mademoiselle Tilly comes from 4 rue Vignon, with just about everything you could possibly dream of in the way of chiffon handkerchiefs and scarfs. Everything from small plaid chiffon squares, to slip in your handbag, to lace-printed evening scarfs that drape around your shoulders and envelop you like a wrap. She has big chiffon squares to knot around your neck for sports, and—best of all—little printed chiffon cape-scarfs that knot fichu-wise over the now-embar-rassingly bare décolletage of an old summer dinner-dress.

Flowers, in great freshness and profusion, come out of Madame Kroupina's hat-box. Boutonnieres of white piqué, of *broderie anglaise*—these are a new note, this year—and of white organdie. Madame Kroupina—her

address is 17 rue Théodore Deck—will make enchanting shaggy flower boutonnieres out of the toile *chemisier* of which you have ordered a blouse. And she has the flower necklaces, the flower garlands, the clumps and sprays of flowers for which some evening dress is always crying aloud.

Arriving in Paris, after a long trip, to find yourself looking a fright, you might call on Madame Millas. She will save your life, until you can order some new clothes. She is an excellent *petite couturière* who comes to your house and brings your old wardrobe up to date. Last year, she lengthened presumably unlengthenable skirts. This year, she cuts jackets short and finds a way to cover the shoulders of your informal dinner-dress. Her address is 122 Boulevard Murat.

## THE FORCING SYSTEM IN CONTRACT BIDDING

(Continued from page 86)

additional values over those shown by your bid, I think we can make a game in no-trump or perhaps in another suit if your hand contains an alternative trump make."

Inasmuch as we bid four card suits freely in the Forcing System, we insist upon the responding hand having adequate support for the suit bid before assisting that bid. Tests made by the actual play of nearly ten thousand rubbers have demonstrated that this adequate support is not less than Q-x-x or x-x-x-x in the suit named. No smaller number of cards will guarantee to partner that he will hold the balance of strength in his proposed trump. Simple takeouts are made on any hand containing one and a half honour tricks. If the hand contains a biddable suit, a takeout is made in that suit. If it does not, then the takeout would be no-trump. A simple (non-jump) takeout indicates a hand that probably will not make game unless partner holds rebid values.

Responses to the opening forcing bids of two are scientifically worked out. Such bids, as I have already pointed out, are made only upon hands of tremendous honour strength, of such great strength, in fact, that the holder fears partner may not have

strength enough even for a minimum takeout if opened with a bid of one, but strong enough to justify the hope of game, even if partner's hand is practically trickless.

Having this in mind, the following are the correct responses to the opening forcing bids:

1. Under no conditions is a pass permissible until a game is reached—even with an absolute blank.

2. Respond, as a rule, with two no-trumps (the "bust" response) on any hand containing less than one honour trick, even if holding adequate trump support.

3. Lacking adequate trump support or a biddable suit, respond with three no-trump on one and a half honour tricks or better.

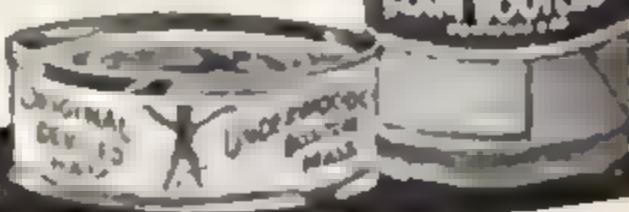
4. Raise once for each outside trick, provided the hand contains Q-x-x or x-x-x-x (adequate trump support) and at least one honour trick.

5. Take out with a biddable suit if hand contains one or more honour tricks. With raises in no-trump, show, if able, full values at once. With suit takeouts, on the contrary, respond as low as possible, regardless of the strength of the hand until some game bid is reached.

## UNDERWOOD'S CLAM BOUILLON

### For Cocktails

One bottle of Underwood Clam Bouillon — a pinch of celery salt, a teaspoon of tomato ketchup and a dash of tabasco; ice and shake — makes delicious clam juice cocktails for four. If your grocer can't supply you, we will.



Sold by these stores and many others:

Atlanta: C. J. Kamper Grocery Co.  
Baltimore: Hopper, McGaw & Company  
Boston: S. S. Pierce Co.; A. & P. Stores  
Buffalo: Jehle's  
Cleveland: Chandler and Rudd Company  
Chicago: Tebbets and Garland  
Cincinnati: Terminal Food Shop; Peeble's  
Denver: Jno. Thompson Grocery Company  
Detroit: C. & R. McMillan Company  
Los Angeles: Ralph's  
New Orleans: A. M. & J. Solari  
New York: Charles; Park & Tilford; Gristede  
Philadelphia: Mitchell, Fletcher Company  
Pittsburgh: Kuhn, Renshaw; Sanders & Co.  
San Francisco: L. D. McLean Company  
St. Louis: Conrad's; Wearen Food Shoppe  
Washington: Magruder's

WM. UNDERWOOD CO.  
WATERTOWN, MASS.

makers of the famous  
UNDERWOOD DEVILED HAM  
for hors d'oeuvres & sandwiches

## Prices of Vogue Patterns

5682 . . .	.75
5683 . . .	.75
5684 . . .	.50
5685 . . .	.25
5686 . . .	.75
5687 . . .	.50
5688 . . .	.50
5689 . . .	.75
5690 . . .	.50
5691 . . .	.75
5692 . . .	.50
5693 . . .	.75
3174 . . .	.25
3175 . . .	.25
3176 . . .	.25
3177 . . .	.25
3178 . . .	.25
S3512 . . .	1.00
S3513 . . .	1.00
S3514 . . .	1.00



# "Now..I can stand the public gaze" CAN You?



**C**RITICAL EYES . . . challenging close-ups . . . you can meet them without embarrassment if you observe this important detail of good grooming: *A skin free of all trace of disfiguring hair.*

In this day and age superfluous hair is absolutely inexcusable—especially when it can be removed so swiftly and easily with Del-a-tone Cream. This dainty depilatory, I am happy to announce, now comes in a generous new 50c size and a new larger economical \$1.00 size. So if you have been using some other hair-remover you can now use the best . . . Del-a-tone, . . . without spending a penny more.

I almost hope that you have been using something else to remove superfluous hair because it will be such a genuinely pleasant surprise when you change to Del-a-tone. You can tell instantly that it is superior.

First your eyes will tell you—for you can *see* how creamy-white it is. Then your nose will tell you, for Del-a-tone hasn't any of that overpowering, offensive odor of ordinary depilatories. Lastly, your skin will tell you (after you have rinsed off the Del-a-tone and along with it, the ugly hair) for it will have an alluring petal-softness . . . a satiny feel. If any of my women readers have ever shaved, they will be amazed at how much smoother and cleaner the skin is after using Del-a-tone.

Del-a-tone has attained wide popularity on real merit alone. No extravagant, exaggerated advertising claims have ever been made. Superior quality is the reason for asking you to try it and to guarantee that your money will be cheerfully refunded if you are not satisfied. *Mildred Hadley*

## DEL-A-TONE

*The White Cream Hair-remover*

NOW COMES IN TWO SIZES

50¢ NEW . . . . . LARGER \$1.00

### HERE'S A SIMPLE "DAINTINESS TEST"

It will help you meet the public gaze with poise. Why not clip it out and keep it on your dressing table?

- 1) Are my underarms\*, forearms and legs free of superfluous hair?
- 2) Is my complexion clear and satiny?
- 3) Are my teeth sparkling white?
- 4) Are my nails well-groomed?

\*Removal of underarm hair lessens perspiration odor, you know.

### *Distinguishing features of this modern method of removing hair:*

Del-a-tone is a white, faintly-fragrant cream depilatory

- ..... easy to use as cold cream
- ..... removes hair in three minutes or less
- ..... leaves your skin petal-smooth
- ..... sold on Money-Back Guarantee

DEL-A-TONE CREAM, 50c and \$1 — (also DEL-A-TONE POWDER, \$1 size only) at drug and department stores. Or sent prepaid in U. S. in plain wrapper. Money back if desired. (Trial tube, 10c—use coupon below). Write Miss Mildred Hadley, The Delatone Co., (Est. 1908) The Delatone Building, Dept. 186, 233 East Ontario Street, Chicago, Illinois.

### -----TRIAL OFFER-----

Miss Mildred Hadley, The Delatone Company  
Dept. 186, Delatone Building, 233 East Ontario Street, Chicago, Ill.  
Please send me in plain wrapper prepaid, generous size tube of Del-a-tone Cream for which I enclose 10c.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_



## TIPS ON THE SHOP MARKET

(Continued from page 39)



When you're no longer a baby, you'll want this Colonial pump in black patent or white kid; Slater

Here's an opera pump of patent leather; or silver kid for evening parties; also in tintable crêpe de Chine; Saks-Fifth Avenue

An ankle strap moors this black patent leather pump firmly to your small foot. The bow is of black satin. It's from Slater

This goes by the grand name of the Prince of Wales Oxford. It's of perforated tan calf with ankle lacing; from Slater

No childhood is a perfect childhood without a pair of these tan calf Oxfords with the fringed turn-back tongue; Slater

A brown calf saddle and lacing gives you good support in this tennis shoe of white buck. Saks-Fifth Avenue has this

Very, very British is this chic Monk shoe of tan calf, with its high vamp and side strap. Yes, it is from Fortnum and Mason

Very early in life, you want to become attached to this classic one-strap shoe of tan calf for school or sports; from Slater



traditional doctor's bag, but soft enough so that you can squash it out flat and carry it under your arm. This is made of red-brown Russian calf and has innumerable compartments for passports and things. There is a purse within to be taken out when you want to go out to tea and don't quite want to take the trunk along, even if you are supposed to be travelling. The other travelling bag is similar in design to this, but bigger and made of some leather called Velvet Pig. The name fascinates me. Has anybody got a Velvet Pig they would sell me? Also at Miss Penn's, there are some cigarette-cases in different coloured snake-skins, such as red, blue, brown, or green. There are lighters to match. The snake skin has a nice graty surface, and these elegant smoking accessories,

dear ladies, are very, very sportive.

Every now and then, I lose all control in these pages and launch into a hysterical panegyric over Kitty Gordon's shop and the things therein. Dresses. Dresses and coats. What dresses! What dresses and coats! This place rather specializes in the products of the smaller dressmaking houses in Paris. I should like to speak of a dark grey tweedish Molyneux dress that looks as if it were made in two pieces and isn't. It has patch pockets, faintly reminiscent of a lumberjack's, and a trimming here and there that suggests a shell pattern. Next, an evening dress from Goupy has a black crêpe romaine top reaching low on the hips and there bursting out into double flounces of flowered taffeta. This has a very tricky (Continued on page 100)

## HOLLYWOOD GOES REFINED

(Continued from page 35)

Laurencinian Miss Ina Claire, your best stage actress now, thank heavens, since the filming of "The Royal Family," accepted in the film capital as one of the most important film stars. She would be one of the gayest factors in the social life of any city—intelligent, charming, and witty, and Hollywood now claims her as its own. There is Greta Garbo—let us say no more. There is Norma Shearer, who, by dint of sheer perseverance and determination and hard work, has made herself the success she is to-day. She has made herself be beautiful and chic, and she wears "good" clothes, because she is conscious of the effect they create. You feel that she has become what she is because public opinion demands this of her. And look at the astonishing metamorphosis of Miss Joan Crawford! Two years ago, her hair was fluffed up, and she insisted upon encasing her well-covered body in vulgar costumes with skin-tight waists and flaring, lamp-shade fringed skirts, but now she has transformed herself into one of the most brittle, exotic personalities in the colony, with her slack hair brushed to show off her archaic features.

But the most complete example of sophistication, triumphing over the naïveté of Hollywood, is Lilyan Tashman, who strikes every visitor as being one of the outstanding personalities. It is she who at every party is the cynosure of all eyes, for she is the beautiful white panther marvellously dressed for Hollywood—and Hollywood demands a slight theatrical exaggeration. (In Rome, do as the Romans do.) She is intelligent, gay, with a fine sense of humour, and a more delightful room than her all-white bedroom, unique in Hollywood, could not be found in New York, London, or Paris.

There are certain stores in Hollywood which have sprung up during the last year and which tell a story for themselves. There is Mr. Harry Braxton's Art Shop, with exhibitions of first-rate modern artists, and, though the clientele of purchasers is necessarily still limited, the statistics show great signs of improvement. In Los Angeles' old Mexican street, there is the oasis of Mr. Adrian's shop, a revelation of amazing and fantastic taste. There are wildly imaginative frescoes and wall panels of the jungle by Adrian himself; there are lamps, urns, glass ornaments—and you never knew that lamps, urns, and glass ornaments could be so beautiful. Mr. William Haines has shown his unusual flair for interior decoration, not only in his own charming house, but in his antique

shop, where he has collected a most charming assortment of early-American. He has decorated Miss Crawford's house in "early-English style," and he is as busy being a salesman as he is being a movie star.

No longer are the houses in California decorated entirely in a bogus Spanish style, barren of taste. There has always been "Pickfair," formal and elegant, with particularly beautiful parquet floorings, and pale French furniture, and delightful dinner-parties, with orange-blossoms served with the grapefruit and baby roses with ice-cream. But now, in addition, there is the house shared by the Misses Zoë Akins and Jobyna Howland, full of the most exquisite objects, full of charming and literary personalities. But let us descend again to the little Mexican street. Let us buy a cactus in a painted earthenware pot, make towards Adrian's shop again, and, next door to this miniature paradise, we will find the biggest surprise in store, the last phenomenon we could have expected to find in the low-brow Hollywood of yesterday. For here is the Puppet Theatre, which at every performance is thronged to capacity with wildly enthusiastic worshippers of the infinitely accomplished and delicate little marionettes that perform with amazing sureness and intricacy a Haydn sonata, the story of Noah's Ark, or give first-rate impersonations of the cinema stars. Even Greta Garbo emerges from behind her yew hedge, pulls up her overcoat collar, and musters up enough courage to brazen the outside world in order to enjoy their lifelike antics.

The sun shines brightly and so continuously that no one remarks any longer on its being a lovely day. The growth in the gardens is astonishing. Flowers cost not even a song. Food is paradisiacal.

Los Angeles, the third biggest town in America, an independent universe complete with its own businesses of writing, designing, organizing, and photographing, was formerly considered a wilderness of vulgarities. And, though there is still too much of "once in a lifetime" about Hollywood, too many barbarians with too much authority, still Mr. von Sternberg lives there and finds that there is a great deal to stimulate the mentality, to fire imagination. We are encouraged, elated, and excited by the improvement, and we wonder if, within a few years, Hollywood will not be ruling the roost, with excellent results upon the taste of the middle-Western housewife, the Kentucky Negro, the New England maiden lady, and the rest of the world in general.

## TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office



# Enchanting as SPRING

**JUNE WALKER** star of "Green Grow the Lilacs" keeps her skin petal-smooth with Lux Toilet Soap

Diminutive JUNE WALKER, who brought an early Spring to New York with her engaging performance in "Green Grow the Lilacs," is now continuing her delightful mission on tour.

Hers is an enchantment as refreshing as the scent of lilacs . . . as glowingly young as Spring itself. How she outwits the strain of

constant traveling, and night after night behind the footlights—how she keeps her appealing charm—is of interest to any woman.

June Walker says: "*I find that to always look young, lovely skin is most important. I'm enthusiastic about the way Lux Toilet Soap keeps mine always soft and smooth!*"

Innumerable famous actresses are equally

delighted with this very white, fragrant soap. For years, they have relied on Lux Toilet Soap to guard complexion beauty. *Nine out of ten screen stars* use it regularly! It is official in all film studios just as it is found in theatres everywhere, at the stars' request.

Are you keeping your skin youthfully alluring? Let Lux Toilet Soap guard it.



**LUX**  
**Toilet**  
**Soap**  
**10¢**



## TIPS ON THE SHOP MARKET

(Continued from page 98)

If you're a baby under eight, cry for coloured shoes for dress-up. This kid pump is in red, green, or blue. It's from Slater

This, my little dears, is your opera pump—held on by an ankle strap. It's of white buck or patent leather; Frank Brothers



You can stick to barefoot sandals until twelve. This is in green, red, or blue as well as brown, white, or elk; Slater

This pump with a buckle may be had in white buck, green, blue, or red kid, and black patent leather; from Saks-Fifth Avenue

When you go to the races with mother, get into this spectator sports shoe of brown calf and white buck; Frank Brothers

These beach espadrilles are in natural linen with blue and yellow instep stripes; also in all-white; Frank Brothers

Ten baby toes can play in this perfect shoe without scuffing worries; of tan or smoked elk skin; flexible sole; Frank Brothers

If you're a budding equestrienne, here's your jodhpur boot, of tan calf and fitted very nicely, and it is from Frank Brothers

décolletage and a narrow black belt to confine your sullen waist. Also, from Goupy, a flowered chiffon evening dress, quite simple, in the most lovely candy colours. From Patou, a dull yellow satin with a skirt that has that famous "barrel" look that is news around these parts. There is also the perfect, the indispensable black lace evening dress from Patou, all diagonal tiers edged with the natural scallops of the lace and, as a final pique to romance, a pink rose just here. And, last, a black crêpe roma evening dress from Carette, with a peplum and skirt edge fringed with long, narrow, funny petals. Over your pearly shoulders, you then throw a bright green crêpe scarf edged with the same petals. Small, but oh my goodness, how beau-getting!

In the same shop, you may barter for the hats sold by Vera Beresford. I suggest a Talbot skull-cap of loosely

crocheted rough raffia in a pale green, which has a brown net veil that you push back on the crown. This hat makes you look beautiful and rather desperate, in the best Arlen tradition. A broad-brimmed capeline from Goupy is made of starched white organdie and has a couple of *oiseaux* flying about the crown, bound nowhere in particular. Also from Goupy, a black crown woven of crêpe de Chine has a very broad brim of coarse, rather light blue straw. A Panama that could so easily make an even better woman of you has a medium-broad brim with the edge turned back on itself and a thick band made of twisted brown crêpe and white crêpe.

At the Children's Centre is some children's furniture that is (give three cheers and a tiger) something new. Really new. Neither white paint trimmed with pink rosebuds nor dwarfed Early (Continued on page 102)

## SEEN ON THE STAGE

(Continued from page 59)

means for the expression of themselves and their taste. They have been successful, both financially and artistically.

Among the plays on Broadway for which it is difficult to purchase seats are a fragrant fantasy, a crude melodrama that carries because it flames with feeling, a delicious travesty on the eccentricities of Hollywood, a thin costume drama that captivates by its charm, its tenderness, and its gentle nostalgic quality, an airy, bodyless farce bubbling with wit and a twinkling sense of human foibles, a deeply moving tragedy of sex. In short, the big hits of the season, with but two exceptions, cover the whole range of drama from fluff to misery, and each is excellent of its kind, genuine, adept, unencumbered.

Then, there is Eva Le Gallienne's Civic Repertory Theatre in Fourteenth Street. In its four years of life, it has offered such diverse fare as "The Cradle Song," "Peter Pan," "Romeo and Juliet," "Alison's House," "The Cherry Orchard," "Camille." It has had no trouble finding a more than sufficient audience and holding it—indeed, increasing it constantly.

And no less encouraging is the fact that the Theatre Guild's great prestige can not save it from failure when it sponsors—as it has done the past two years—poor plays, poorly produced.

## "Precedent"

All of which confirms the opinion that it is never too late nor too early to launch a truly effective *pièce du théâtre*. And also explains why "Precedent," a gaunt tragedy, although it opened only a week ago, is straining the walls of the uncomfortable Provincetown Theatre in a dingy street off Washington Square.

A program note states: "This play is a presentation of authentic facts. The only liberties taken have been with the names and dates and in the arrangement of the facts for the purposes of the play." It tells the story of the much publicized Mooney-Billings case, which accounts for part of its popularity.

It is more a dramatic statement than a play, a bare setting forth of the facts or what I. J. Golden, the author, deems the facts. Whether a statement or a tract does not matter; it is fiery, pulsing, infused with a seething indignation that the spectator soon shares. Golden has written his drama without compromise—no injection of love-interest, comedy relief, and the like; he is too earnest for such sops. He tears his way to the heart of his subject and lays it bare.

Some, doubtless, will contend that this exposé of what is widely referred to as the "Mooney-Billings frame-up" is but journalese of an amber shade. That may or may not be true, but it is none the less profoundly moving "theatre." The timeliness of the theme alone will not keep any play alive.

Royal Dana Tracy is Delancy (Mooney and Billings in one). He acts the "framed" Labour Organizer simply, with quiet impressiveness. The villainous District Attorney, as Wil-

liam Bonelli represents him, is suave, unscrupulous, every inch a crook. A girl named Louise White plays a loose woman who does not hesitate to perjure herself for a consideration; she knows how to get effects. Clyde Franklin makes the editor of the newspaper which exposes the sorry business powerful and passionate. Charles Harrison is a strong, intense Defence Attorney.

## "Brass Ankle"

Not so much can be said of "Brass Ankle" by Du Bose Heyward, the author of "Porgy." This tragedy treats of miscegenation—in this case not deliberate—in "deep South Carolina." His heroine, Ruth Leamer, looks white, acts white, but, from several generations back, she has inherited a few drops of black blood. Her husband is a leader of those who refuse to tolerate any contact—educational and social, much less sexual—between whites and Negroes, and he includes among the latter any one with a single black corpuscle. "You can't change a nigger by calling him white," he shouts again and again. Shortly after the opening of the play, Ruth gives birth to a second child. He is black! One need not be a seer to prophesy the course of events after that.

That would not of itself be fatal to "Brass Ankle" as drama. But Heyward has chosen an indirect method of approach to the tragedy which prevents one from becoming involved in the action. The expository passages are done in the story-telling manner, rather than in action; indeed, there are rarely any direct clashes except at the close of the acts. Consequently, the sympathy is generally impersonal.

The primary cause of that, however, lies not so much in the technical method as in the characters. All but one are vaguely sketched. Yet that one—the husband—is so splendidly drawn and superbly played by Ben Smith that it gives the whole play intense interest, lifts it to importance. Larry Leamer, as Heyward has written him and Smith acts him, is the principal character, although Alice Brady is starred.

Miss Brady, one of the foremost melodramatic actresses in our theatre, has little opportunity to display her ability. During the greater part of the evening, Ruth is negative—a sweet, suffering-in-silence victim of fate. That happens not to be Miss Brady's forte.

## "Getting Married"

If the directors of the Theatre Guild had set out deliberately to remove the halo of greatness from George Bernard Shaw (whose head in bronze dominates the foyer of the playhouse in Fifty-Second Street), they could not have done it more effectively than by reviving "Getting Married," and as they have produced it. For even if it were a good play, most of its merits would be lost in the production they have given it. And it is not a good play; indeed, not a play at all; merely a disquisition, frequently tedious, on a subject long ago exhaustively argued out and resolved, as (Continued on page 102)



# Six stars. . and loveliness in a garden

by Frances Ingram

THERE I found her—in Atlanta, in the *loveliest* of gardens . . . head bare, hands busy among her flowers. And we talked on and on of another day, in another garden—in Spain.

"Do you know, after I met you that April, I carried Milkweed Cream all over the world with me? It kept my skin so perfectly cleansed—even in the dirtiest cities and the dustiest trains of those hot countries father has such a passion for. And when I came home, and my husband was afraid I'd spoil my complexion working in my own garden—I just smiled, and kept right on using your method with Milkweed Cream every single night . . ."

Her skin was *lovely*. As soft and fresh and delicately tinted as her own Georgia peaches and cream, with not a single line to say to the world "She's past thirty!"

It isn't only my friends who have followed my starred way to new skin loveliness. Thousands of women write me about what it has done for *them*.

Won't you try it? You have only to keep your skin *immaculately clean*, deep into the pores, by spreading Milkweed Cream generously over it, each night. Then—follow the instructions below. Even within a few days there'll be a dramatic difference in your skin!

And won't you listen in on my radio program, "Through the looking-glass with Frances Ingram," Tuesday mornings at 10:15 E.D.S.T., over WJZ and associated N.B.C. stations?

IS YOUR SKIN AS LOVELY AS MY MANNEQUIN'S?

*"Only a healthy skin can stay young"*

- |   |   |
|---|---|
| ★ THE FOREHEAD—To guard against lines and wrinkles here apply Milkweed Cream, stroking with fingertips, outward from the center of brow.            | ★ THE THROAT—To keep your throat from flabbiness, cover generously with Milkweed Cream, and from the hollow at the base, stroke upward toward the chin.   |
| ★ THE EYES—To avoid aging crows' feet, smooth Ingram's about the eyes, stroke with a feather touch outward over brow and inward under lower lids.   | ★ THE NECK AND CHIN—To prevent a sagging chin, stroke with fingertips from under the chin outward, under the jawbone, toward the ears. Then pat firmly under the chin and along the jaw contours. |
| ★ THE MOUTH—Drooping lines are easily defeated by placing thumbs under the chin and stroking with index fingers upward and outward toward the ears. | ★ THE SHOULDERS—To have shoulders that are blemish-free and firmly smooth, massage with palm of hand in rotary motion with plenty of cream.   |



MY INTRODUCTORY MILKWEED CREAM TUBE AND BEAUTY BOOKLET WILL DELIGHT YOU

FRANCES INGRAM, Dept. B-61, 108 Washington St., N.Y.C.  
(Check in square below)

- ☐ Please send me your introductory Milkweed Cream treatment and your booklet, "Why Only a Healthy Skin Can Stay Young." I enclose 4 cents in stamps to cover cost of mailing.
- ☐ Please send me your booklet, "Why Only a Healthy Skin Can Stay Young," which is free.

Name \_\_\_\_\_

Address \_\_\_\_\_

INGRAM'S Milkweed Cream



## THE ALL-IMPORTANT SWIMMING SUIT

## OF THE SEASON



1. This two-piece Jantzen jersey suit has a yellow top and brown trunks and a deep cut in back, and it's belted; from Wanamaker

2. Popcorn-yellow and black jersey are used in this Hollywood suit with unusual straps that stay in place, and its back is as you want it; Altman

3. A weave that looks like hand-knitting is used in this green B.V.D. all-in-one suit with yellow hand-crocheted edgings. It's from McCreery

4. White is importantly chic in bathing-suits. This all-in-one B.V.D. model has a low back and well-fitted lines, and it is from Franklin Simon

5. Two shades of blue jersey are combined in this Hollywood swimming suit to do wonders in slenderizing the figure. It is from Wanamaker

## TIPS ON THE SHOP MARKET

(Continued from page 100)

American, but n-e-w. Mexican. Carved in low relief, and then painted. Designs that tell stories out of Mexican folk-lore. Tables and chairs and beds and bureaus. Nice bright colours. They are made under the direction of J. J. Tablada, who you ought to know is an authority and an author on Mexican arts and industries.

Of course, you have all heard of F. A. O. Schwarz, the toy store, the way you have all heard of Christmas. They have a new store now, on the corner of Fifth Avenue and Fifty-Eighth Street, and there two whole floors filled with grand things to play with. High lights I noticed around there were: the tank filled with water for sailing boats in and deciding which one you will get. The minute billiard tables for beginning boys right. The complete suits of armour, like those of King Arthur's knights. I was also fascinated, as always, by the millions and millions of lead soldiers. I am always charmed by the Punch and Judy shows for children to fuss with themselves and with the myriad gadgets to embellish your electric train set—stations and switches and flashing lights and bars to let down across roads and what-not. I would also like to say that I was amused by a tiny Corona typewriter—and a little depressed. Aren't we terrible, fixing up instruments of hard labour to fool our innocent children? Let me tell you, this typewriter I am at is no

toy; it's an engine, and one I don't understand.

Now, when we come to talk about Pinet's, we have to get serious. You have to be serious about great art. And making great shoes is just as wonderful in its way as writing great books, and probably a whole lot harder. All Pinet's shoes are made by hand in France, and I really think you can tell they are works of art by the feel of one of them in your hands, smooth and strong and all edges rounded and polished and worked-over. I can only tell you about some of them and advise you to go and look at them for yourself. "Jungle" is a brown kid pump with a strap, wide like a saddle, running over the instep of your foot. The strap and the heel are made of lizard, and the kid part is sewed in a curly design. "Cymbeline" is a strapped afternoon shoe of black kid and patent leather, piped in gold, with open slits in the toes. A high-cut evening pump of lettuce-green crêpe with an enamel buckle on one side is named "The Kid," after Charlie Chaplin's picture. A brown calf walking shoe smartly perforated has two narrow straps that fasten wonderfully and is called "Eight Cylinders." "Rosalind" is an open-shank shoe with a strap, pink kid piping, and gold piping. I could tell you about others. There isn't room. But if you don't at least go and look at these, you just haven't got a soul for beauty.

## SEEN ON THE STAGE

(Continued from page 100)

nearly as such things can be. It goes far to prove this department's contention that, save for "Candida" (the exception that proves the rule), Shaw can not really be considered a playwright—simply a brilliant journalist whose newspaper is the theatre.

Twenty-three of the most eventful years in history have passed since Shaw wrote "Getting Married." In 1908, women were still—on the surface at least—content to rule the world indirectly. "Getting Married" was radical at that time; to-day, it is little more than a museum piece, and, like all such pieces when they have no indigenous beauty or truth, dull or at best musty. The Shaw "brilliance" manifests itself only in individual lines; certainly not in the conception. And the treatment is not dramatic.

It challenges comparison with "Camille," now being played to large, enthusiastic, and tearful audiences by the Civic Repertory group. In spite of its eighty years, the Dumas *fil*s drama holds and moves spectators because it is "good theatre." It treats a fundamental human problem in human terms, and, consequently, no member of the audience is disturbed by the fact that a Marguerite Gautier to-day would laugh at a father who asked her to give up his son "for family reasons." Although Guild patrons may not laugh at "Getting Married," they do not often laugh with it.

That is not altogether Shaw's fault. Philip Moeller's direction misses the spirit of the argument, treating in a plodding, heavy way subject matter that

should be buoyant and irresponsible. Helen Westley is ridiculously miscast as Mrs. George Collins, and Dorothy Gish colourless as Leo. Henry Travers, Ernest Cossart, Reginald Mason, and Ralph Roeder play character parts well. And Romney Brent gives his usual ebullient performance.

Incidentally, Shaw, through one of his mouthpieces in "Getting Married," advises people to be snobs, thus antedating by almost a quarter of a century the same advice given his students by a member of the faculty of the Massachusetts Institute of Technology, which has been widely printed and discussed and, in certain circles, regarded as new and startling.

## "Six Characters in Search of an Author"

Tom Van Dyke deserves thanks for the excellent production he gave Pirandello's best dramatic work, "Six Characters in Search of an Author." Although the revival did not last long, it is safe to say that those who saw it congratulated themselves.

William Schorr's direction was deft, comprehending, delicately tempered. Eugene Powers, by getting a wild expression into his eyes and by his reading, humanized many of the long, abstract speeches assigned him. Walter Connolly was sheer delight. Eleanor Phelps, a Broadway debutante, looks like a "find." Doris Rankin and Paul Guilfoyle proved once again the truth of the adage: "They also serve who only stand and wait."





# Inspired by a Common Ideal

To CATER EXPERTLY to the exacting taste of those to whom living is a graceful gesture . . . a fine art . . .

To provide superlative comfort . . . an unexcelled cuisine, a faultless service . . .

To give, in short, an ever alert attention to the details which minister importantly to luxurious ease . . . to perfect relaxation . . .

This is the common ideal which inspires the hotels pictured on this page. An ideal which governs even so small a thing as the choice of toilet soap . . . Inevitably the delightful fragrant white soap which you yourself prefer—Lux Toilet Soap—is placed in every bathroom . . .

A straw that shows which way blows the wind!



**BUCCANEER HOTEL**, located on the Gulf of Mexico at Galveston. Here you will find expert provision for your comfort, with every modern convenience. Ideal climate and surroundings for vacations all year round.



**PLAZA HOTEL**, San Antonio, Texas, with its 500 outside rooms with private bath, offers exceptional service at very modest rates. The Plaza in Corpus Christi, with 225 outside rooms, is under the same management.



**HOTEL GIBSON**, Cincinnati's largest hotel . . . right on Fountain Square . . . one of the biggest, busiest and smartest hotels in the middle west. Expert service and attention to details ensure your comfort here.

The **NEW NICOLLET HOTEL**, Minneapolis, built in 1924 to replace a historic landmark, The Old Nicollet, maintains the same dignity and standards of service that have surrounded the name for over three-quarters of a century.



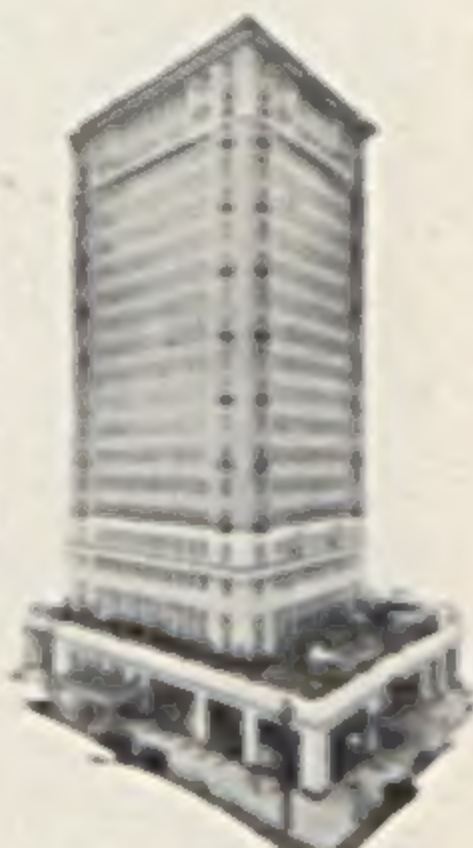
**MANSFIELD • LELAND HOTEL**, Mansfield, Ohio (right). The ideal stop-over hotel for motorists on the Lincoln and Harding Highways, also on routes 13-39-42. All the appointments and facilities of a cosmopolitan hotel.



**ROOSEVELT HOTEL**, Hollywood (right). This is the favorite rendezvous of the stars. Its exquisitely appointed Blossom Room is world-famous. Close to the boulevard, smart shops, theatres, movie homes and studios.



**THOMAS JEFFERSON HOTEL**, Birmingham's newest and finest hotel, is equipped with every facility for catering expertly to conventions. Traveling men make it their headquarters when covering this territory.



**THE ATLANTA BILTMORE**, Atlanta, Ga., situated in a beautiful four-acre park, seven minutes from center of town . . . 600 superbly appointed outside rooms with private bath. Golf and every modern convenience.



**THE DAVENPORT**, Spokane. With exquisitely furnished rooms and a cuisine famous for its excellence, this hotel offers to the traveler luxurious service and every modern convenience at extremely modest cost.



**MOUNTAIN LAKE HOTEL**, America's most beautiful summer resort, located 4500 feet above sea level, a short drive from Pembroke, Virginia. Open from June 15th to September 15th. Offers the utmost in luxurious comfort.





*A telephone on your writing desk simplifies the matter of entertaining immeasurably. You can invite your friends . . . direct your servants . . . and arrange all the little details incident to planning a party . . . without moving from your chair.*



*In the library, a telephone enables you to make calls and answer them without dropping your book or leaving your writing.*



*The pantry telephone makes it possible to talk to the cook . . . without taking her too far from an active oven.*

## "AND CUT SOME ROSES FOR THE TABLE, PLEASE"

**FRESH FLOWERS FROM THE GARDEN . . . YOUR MOTOR FROM THE GARAGE . . . EASILY, QUICKLY, BY TELEPHONE!**



*A telephone in the greenhouse brings flowers when you want them . . . keeps you in touch with work about the grounds.*

IN HOMES that seem to run themselves—where smooth direction is sensed but seldom seen—there you are likely to find telephones in convenient places. In bedroom, nursery, library, kitchen, basement, garage—wherever time and energy can be saved by quick communication. With equal ease, you talk from room to room, to friends across the street, across the state, or even across the ocean—over the same instruments.

Many homes employ the dial telephone intercommunicating system, perfected by Bell engineers, which serves up to fifteen telephones. No operator is necessary. Calls can be answered at any telephone and transferred to any other.

There is complete privacy on all calls, inside or outside. The instrument most often used is a specially designed hand-set telephone, compact and smart in appearance.

Intercommunicating systems of many kinds, and special equipment for special requirements, are available from your local telephone company. All such systems are installed and maintained by the company, which assures you of continuous, satisfactory service.

The telephone company will be glad to help you in planning the telephone arrangements best adapted to the needs of your home or apartment. Just call the Business Office.





# Sunshine Mellows

## Heat Purifies

**LUCKIES are always  
kind to your throat**

Everyone knows that sunshine mellows — that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE — made of the finest tobaccos — the Cream of the Crop — THEN — "IT'S TOASTED" — an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The advice of your physician is: Keep out of doors, in the open air, breathe deeply; take plenty of exercise in the mellow sunshine, and have a periodic check-up on the health of your body.



# "It's toasted"

Your Throat Protection—against irritation—against cough



TUNE IN—  
The Lucky Strike  
Dance Orches-  
tra, every Tues-  
day, Thursday  
and Saturday  
evening over  
N.B.C. networks.



down to the sea in smart surf suits  
WITH THE NEW  
**EVENING GOWN BACKS**



© 1931. The B.V.D. Company, Inc., N.Y.



The new "Surf Suits" by B.V.D.—have you seen them?

We didn't want them to be like any other swimming suits ever made! So—as thoughtfully, as brilliantly as a Paris couturier designs a dazzling new style in gowns, we made plans for the new "Surf Suits"!

For months there were long consultations with artists, with stylists. And then we consulted with swimming experts, including the famous Johnny Weissmuller, a champion among champions.

"It's never been done before," said one well-known stylist. "Give them backs like the loveliest of the new evening frocks!"

"And the new high waistline!" said another.

"Make them up in the smartest colors ever seen in any waters, salt or fresh," suggested an enthusiastic artist. And he selected the colors!

"They must give women perfect play of the swimming muscles," said Johnny Weissmuller. "Here are points about *fit* . . ."

After months of designing and re-designing and designing again, they were ready—the

new "Surf Suits" . . . with the backs and high waistline of the loveliest of the new evening gowns . . . in colors to charm the most critical or the most gay. And when we showed them to women who during months of each year frequent the beaches at Southampton and Newport and Palm Beach, approval was unanimous!

Do go in and see the new "Surf Suits"—by B.V.D.! Select one with the back which most closely approaches that of your favorite couturier's smartest evening frocks. And then *swim* in it! Win championships in it, if you will! Or merely stroll along the sands in it—and know that you look your most charming! The B.V.D. Company, Inc., New York City.

**B.V.D**

REG. U. S. PAT. OFF.

